

5825
.D8

5555

**Result Producing
Advertising
Selling Phrases**



Class HF5825

Book . D8

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5555 Result Producing Advertising Selling Phrases

Compiled by
LeGrand Dutcher
"



First Edition

**Dewey & Eakins
Profitable Publicity Service
Philadelphia**

HF 5825
D 8

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PHILADELPHIA

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Foreword

The contents of this little book, "5555 RESULT-PRODUCING ADVERTISING SELLING PHRASES," has been compiled from advertisements written by the real brains of the profession, and it is our only regret that we cannot give just credit to its many authors. We, therefore, owe apologies to every live advertiser in the country.

The object of this book is to aid the retailer to coin words and selling phrases to suit his needs, and we feel sure that every reader will appreciate its intrinsic value.

The phrases and words have been arranged in alphabetical order rather than sequence of thought or subject.

That it may aid you in preparing result-producing advertising is the desire of

THE COMPILER.

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3965

Single Word Suggestions

A wide range of words are here classified so as to make writing easy and ensure a varied form of expression.

3965

Single Word Suggestions

Athletic and Sporting Goods.

| | |
|-----------------|------------------|
| Outdoor sports. | Coasting. |
| Health. | Bobs. |
| Exercise. | Sleds. |
| Pleasure. | Gymnasium. |
| Seasonableness. | Suits. |
| Recreations. | Sweaters. |
| Vacations. | Shoes. |
| Games. | Jerseys. |
| Sports. | Boxing gloves. |
| Variety. | Dumbbells. |
| Prices. | Indian clubs. |
| Tennis. | Rowing machines. |
| Racquets. | Bars. |
| Balls. | Wands. |
| Tapes. | Horses. |
| Nets. | Ladders. |
| Posts. | Rings. |
| Football | Punching bags. |
| Guards. | Baseball. |
| Balls. | Bats. |
| Shoes. | Mitts. |
| Protectors. | Gloves. |
| Pads. | Balls. |
| Basket-ball. | Masks. |
| Suits | Protectors. |
| Croquet. | Indicators. |
| Pingpong. | Toe-plates. |

Athletic and Sporting Goods—Continued.

| | |
|--------|--------------|
| Golf. | Rule books. |
| Clubs. | Score cards. |

Automobiles.

| | |
|----------------|-----------------|
| Make. | Seats. |
| Variety. | Entrance. |
| Style. | Hood. |
| Horsepower. | Noiseless. |
| Convenience. | Carbureters. |
| Durability. | Sparkplugs. |
| Wear. | Magnetos. |
| Speed. | Batteries. |
| Hill climbing. | Spark coils. |
| Appearance. | Gears. |
| Up-to-date. | Cooling system. |
| Weight. | Hood. |
| Comfort. | Axles. |
| Control. | Body. |
| Operation. | Upholstering. |
| Safety. | Material. |
| Fuel. | Leather. |
| Fuel cost. | Corduroy. |
| Color. | Rubber. |
| Finish. | Lamps. |
| Trimmings. | Indicators. |
| Equipment. | Clocks. |
| Engines. | Speedometer. |
| Transmission. | Gauges. |
| Lubrication. | Pumps. |
| Brakes. | Oil. |
| Cylinders. | Oil cups. |

Automobiles—Continued.

| | |
|------------------|-----------------|
| Bearings. | Horns. |
| Wheels. | Tool kits. |
| Hubs. | Leakage. |
| Tires. | Shock-absorber. |
| Radiation. | Smokeless. |
| Vibration. | Demonstration. |
| Forgings. | Cost. |
| Dust-protection. | Delivery. |
| Valves. | Guaranty. |
| Adjustments. | Payments. |

Automobile Supplies.

| | |
|----------|---------------|
| Coats. | Style. |
| Suits. | Necessity. |
| Goggles. | Novelties. |
| Gloves. | Conveniences. |
| Caps. | Safety. |
| Baskets. | Elegance. |
| Sirens. | Comfort. |
| Variety. | Economy. |

Awnings.

| | |
|-----------------|---------------|
| Seasonableness. | Porch. |
| Cooling. | Specials. |
| Comfort. | Canopies. |
| Materials. | Screens. |
| Colors. | Shades. |
| Size. | Slip-overs. |
| Frames. | Measurements. |
| Adjustable. | Samples. |
| Window. | Prices. |
| Door. | |

Bags.

| | |
|-----------|-------------|
| Styles. | Frames. |
| Variety. | Trimmings. |
| Material. | Locks. |
| Leather. | Lining. |
| Cloth. | Pockets. |
| Wicker. | Telescopes. |
| Finish. | Suitcases. |
| Color. | |

Banking.

| | |
|--------------|-------------------|
| Capital. | Collections. |
| Personnel. | Savings. |
| Reliability. | Exchange. |
| Safety. | Letters of credit |
| Convenience. | Management. |
| Economy. | Executor. |
| Interest. | Guardian. |
| Departments. | Special plan. |
| Specialties. | Vaults. |
| Women. | Storage. |
| Boys. | Security. |
| Trust funds. | Courtesy. |
| Bonds. | Facilities. |
| Coupons. | Telephones. |
| Investments. | Correspondents. |
| Checks. | Accommodation. |
| Drafts. | |

Bargains.

| | |
|-----------------|--------------|
| Description. | Freshness. |
| Quantity. | Values. |
| Variety. | Prices. |
| Seasonableness. | Comparisons. |

Bargains—Continued.

| | |
|-------------|-----------|
| Economy. | Delivery. |
| Quality. | Shipment. |
| Durability. | Packing. |
| Necessity. | Duration. |
| Rarity. | Time. |

Bathing Suits.

| | |
|-----------------|----------------|
| Seasonableness. | Cut. |
| Appearance. | Embellishment. |
| Fit. | Kind. |
| Style. | Accessories. |
| Quality. | Material. |
| Durability. | Sleeves. |
| Attractiveness. | Waist. |
| Comfort. | Bloomers. |
| Sanitary. | Neck. |
| Necessary. | Braid. |
| Trimming. | Blouse. |

Bedding.

| | |
|------------------|---------------|
| Variety. | Woolen. |
| Summer weight. | Sheets. |
| Winter weight. | Pillow cases. |
| Blankets. | For country. |
| Comfortable. | For camping. |
| Bed-spreads. | Seasonable. |
| Hand embroidery. | Quality. |

Beer.

| | |
|----------|-----------|
| Purity. | Domestic. |
| Brewer. | Ale. |
| Bottler. | Stout. |

Beer—Continued.

| | |
|----------------|--------------|
| Invigorating. | Porter. |
| Healthy. | Delivery. |
| Appetizer. | Packages. |
| Unadulterated. | Cost. |
| Age. | Convenience. |
| Imported. | Specialties. |

Books.

| | |
|---------------|---------------------|
| Variety. | Albums. |
| Quantity. | Second-hand. |
| Author. | Odd lots. |
| Scientific. | Damaged. |
| Religious. | Christmas gifts. |
| Novels. | Commencement gifts. |
| Juveniles. | Technical. |
| Reference. | Legal. |
| School. | Out-door. |
| Text. | Of merit. |
| De luxe. | Poetry. |
| Leather. | Travel. |
| Cloth. | History. |
| Paper. | Fiction. |
| Sets. | Biographical. |
| Popular. | Genealogical. |
| Standard. | Music. |
| Classics. | Libraries. |
| Dictionaries. | Best seller. |
| Bibles. | Calendars. |
| Cyclopedias. | Cards. |
| Illustrated. | Novelties. |
| Instructive. | Prayer books. |
| Timely. | Hymnals. |

Books—Continued.

| | |
|---------------|---------------|
| Children's. | Psalms. |
| Toy. | Print. |
| Linen. | Paper. |
| Medical. | Binding. |
| Agriculture. | Mail Orders. |
| Horticulture. | Delivery. |
| Gardening. | Postage. |
| Hand-books. | Installments. |
| Scrap-books. | Prices. |

Bread and Cake.

| | |
|-----------------|--------------|
| Variety. | Home-made. |
| Cleanliness. | Light. |
| Freshness. | Flaky. |
| Bakery. | Flour. |
| Carefulness. | Milk. |
| Deliciousness. | Cream. |
| Purity. | Yeast. |
| Crisp. | Graham. |
| Nicely browned. | Fruits. |
| Bread. | Flavors. |
| Rolls. | Pure lard. |
| Biscuit. | Wafers. |
| Cake. | Cookies. |
| Crullers. | Crackers. |
| Pies. | Wholesome. |
| Tarts. | Nutritious. |
| Brown bread. | Lunches. |
| Rusks. | Picnics. |
| Buns. | Parties. |
| Crackers. | Excursions. |
| Materials. | Health food. |

Bread and Cake—Continued.

| | |
|-----------------|----------------|
| Sanitary. | Ovens. |
| Special orders. | Mixers. |
| Wrapping. | Kneaders. |
| Delivery. | Conveyors. |
| Promptness. | Bakers. |
| Mail orders. | Wagons. |
| Catering. | Whole wheat. |
| Weddings. | Rye. |
| Parties. | Indian. |
| Out-of-town. | German. |
| Full weight. | Fresh Eggs. |
| Toothsome. | Nothing stale. |
| Dainty. | |

Bric-a-Brac.

| | |
|-------------|----------------|
| Variety. | Glaze. |
| Rarity. | Firing. |
| Elegance. | Oriental. |
| Richness. | Japanese. |
| Decorative. | Chinese. |
| Quaint. | Artistic. |
| Odd. | Cut glass. |
| Grotesque. | Curios. |
| Statuary. | Fine china. |
| Marbles. | Steins. |
| Pottery. | Mugs. |
| Bronzes. | For prizes. |
| Vases. | Weddings. |
| Jars. | Tempting. |
| Bowls. | Ceramics. |
| Wedgewood. | Reproductions. |
| Rookwood. | Prices. |

Bric-a-Brac—Continued.

| | |
|--------------|-----------|
| Pedestals. | Packing. |
| Jardinieres. | Delivery. |
| Colors. | |

Building Materials.

| | |
|---------------|-------------|
| Stock. | Shingles. |
| Quantity. | Siding. |
| Facilities. | Clapboards. |
| Material. | Mouldings. |
| Seasoning. | Trimmings. |
| Kiln-dried. | Mill work. |
| Dressed. | Floorings. |
| Selected. | Delivery. |
| Not crack. | Prices. |
| Not shrink. | Promptness. |
| Hardwoods. | Brick. |
| Fancy woods. | Stone. |
| Rough Lumber. | Cement. |
| Boards. | Plaster. |
| Scantling. | |

Candy.

| | |
|----------------|--------------|
| Variety. | Taffy. |
| Quality. | Mixed. |
| Purity. | Novelties. |
| Freshness. | Specialties. |
| Flavor. | Fruits. |
| Delicious. | Nuts. |
| Materials. | Caramels. |
| Coloring. | Adulterants. |
| Pure food law. | Bonbons. |
| Assortment. | Fudge. |

Candy—Continued.

| | |
|--------------|-----------|
| Neatness. | Huyler's. |
| Cleanliness. | Lowney's. |
| Boxing. | By pound. |
| Manufacture. | By box. |
| Popularity. | Delivery. |
| Chocolates. | Prices. |

Cameras.

| | |
|----------------|--------------|
| Name. | Amateurs. |
| Make. | Vacations. |
| Size. | Outings. |
| Weight. | Pleasure. |
| Simplicity. | Interesting. |
| Operation. | Convenient. |
| Shutter. | Profitable. |
| Lens. | Mounting. |
| Films. | Mounts. |
| Plates. | Frames. |
| Developing. | Trays. |
| Printing. | Tripods. |
| Instruction. | Chemicals. |
| Viewfinder. | Darkroom. |
| Plate-holders. | Supplies. |
| Kodaks. | |

Carpet Sweepers.

| | |
|-------------|----------------|
| Make. | To empty. |
| Finish. | Light running. |
| Weight. | Effective. |
| Size. | Price. |
| Operation. | Guaranty. |
| Simplicity. | Demonstration. |
| Protectors. | Mail orders. |

Carpet Sweepers—Continued.

Durability.

Sanitary.

Vacuum Cleaners.

Carpets.

Assortment.

Quality.

Stock.

Variety.

Patterns.

Selection.

Kinds.

Material.

Designs.

Combinations.

Weaves.

Ply.

Dyes.

Colors.

Wear.

Reversible.

Non-fade.

Imported.

Domestic.

Velvets.

Wilton.

Axminster.

Brussels.

Ingrains.

For halls.

Churches.

Hotels.

Schools.

Sanitariums.

Specials.

Short ends.

Remnants.

Squares.

Estimates.

Measurements.

Cutting.

Sewing.

Fitting.

Laying.

Cleaning.

Delivery.

Catering.

Experience.

Facilities.

Service.

Employees.

Taste.

Elegance.

Neatness.

Convenience.

Promptness.

Menu.

Variety.

Linen.

China.

Silver.

Children's Shoes.

| | |
|--------------|---------------|
| Materials. | Extra cap. |
| Sizes. | Button. |
| Fit. | Lace. |
| Ease. | For the baby. |
| Comfort. | "Fat baby." |
| Wear. | Cloth. |
| Durability. | Kid. |
| Style. | Velvet. |
| No heel. | Colors. |
| Spring heel. | Display. |

China and Crockery.

| | |
|------------------|----------------------|
| Variety. | Pottery. |
| Styles. | Italian. |
| Superb. | French. |
| Brilliant. | Chinese. |
| Colorful. | Japanese. |
| Rich designs. | Bishiu. |
| Glass. | Hechiyaka. |
| Body. | Imari. |
| Firing. | Satsuma. |
| Chinas. | Daimiuyo. |
| Royal worcester. | Rorom. |
| Sevres. | Kutoni. |
| Delft. | Hanatale. |
| Wedgwood. | Royal Bayreuth ware. |
| Coalport. | Tece ware. |
| Doulton. | Rookwood. |
| Dresden. | Gift pieces. |
| Crown derby. | Bouillon cups. |
| Haviland. | Chocolate cups. |
| Carlsbad. | After dinners. |

China and Crockery—Continued.

| | |
|-----------------|---------------------|
| Faience. | Sugars. |
| Minton. | Creams. |
| Lomoges. | Chop plates. |
| German. | Celery trays. |
| Austrian. | Steins. |
| English. | Fern dishes. |
| American. | Salad bowls. |
| Crystallized. | Comports. |
| Copper-glazed. | Candlesticks. |
| Porcelain. | Comb trays. |
| Semi-porcelain. | Bonbon dishes. |
| Decorated. | Olive dishes. |
| Hand-painted. | Nut bowls. |
| Dinner sets. | Tobacco jars. |
| Beauty. | Trinkets. |
| Service. | Jardinieres. |
| Pieces. | Side rail. |
| Decorations. | Plate rail. |
| Open stock. | Chafing dish china. |
| Toilet sets. | Inspection. |
| Wedding gifts. | Packing. |
| Rare china. | Delivery. |

Cigars, Tobaccos, Etc.

| | |
|--------------|-------------------|
| Imported. | Tobaccos. |
| Domestic. | Smoking Mixtures. |
| Havana. | Cigarette. |
| Make. | Plugs. |
| Manufacture. | Twists. |
| Cleanliness. | Fine Cuts. |
| Sanitary. | Cut plug. |
| Union-made. | Snuffs. |

Cigars and Tobaccos, etc.—Continued.

| | |
|---------------|--------------------|
| Fragrance. | Clay. |
| Flavor. | Brier. |
| Wrapper. | Meerschäum. |
| Filler. | Mountings. |
| Hand-made. | Cases. |
| Size. | Mouthpiece. |
| Shape. | Turkish. |
| Color. | Smoker's articles. |
| Free-drawing. | Cigar holders. |
| Boxes. | Cigar cases. |
| Gift boxes. | Cigarette cases. |
| Cigarettes. | Cigarette holders. |
| Egyptian. | Humidors. |
| Turkish. | Jars. |
| Cuban. | Match boxes. |
| Porto Rican. | Smoking sets. |
| Domestic. | Snuff boxes. |
| Pipes. | |

Cleaning and Dyeing.

| | |
|------------------|-----------------------|
| Economy. | Upholstery materials. |
| Processes. | Hats. |
| Dry cleaning. | Blocked. |
| Steam cleaning. | Dyed. |
| Pressing. | Trimmed. |
| Any shade. | Straw goods. |
| Men's suits. | Straw hats. |
| Blankets. | Artificial flowers. |
| Automobile rugs. | Feathers. |
| Gloves. | Silks. |
| Gowns. | Velvets. |
| Furs. | Call for. |

Cleaning and Dyeing—Continued.

| | |
|-------------------|---------------|
| Laces. | Deliver. |
| Evening slippers. | Prompt. |
| Carpets. | Satisfactory. |
| Curtains. | Prices. |

Clearance Sales.

| | |
|----------------|-------------------|
| Occasion. | Quality. |
| Seasonable. | Variety. |
| Out-of-season. | Display. |
| Over-stock. | Specials. |
| Remnant. | Opening day. |
| Retiring. | Closing date. |
| Damaged. | Special evenings. |
| Reduce stock. | Prices. |
| Pre-inventory. | Inducements. |
| Quantity. | |

Clothing (Men's).

| | |
|----------------|--------------|
| Made-to-order. | Correct. |
| Tailor-made. | Quality. |
| Style. | Material. |
| Fit. | Rough weave. |
| Wear. | Smooth. |
| Goodness. | Ribbed. |
| Worth. | Serviceable. |
| Excellence. | Uncommon. |
| Dressy. | Tweeds. |
| Individuality. | Cheviots. |
| Highest type. | Serges. |
| Cassimeres. | Sleeves. |
| Worsted. | Pockets. |
| Fall suits. | Skirts. |

Clothing (Men's)—Continued.

| | |
|----------------------|-------------------|
| Summer suits. | Length. |
| Spring suits. | Stiffenings. |
| Winter suits. | Trimmings. |
| Light weight. | Lapels. |
| Heavy weight. | Sewing. |
| For hot weather. | Stitching. |
| Seashore. | Buttons. |
| Travel. | Odd sizes. |
| Yachting. | Broken lots. |
| Roughing it. | Single garments. |
| Leading makes. | Short. |
| Union-made. | Stout. |
| Exclusive models. | Slim. |
| Dependable. | New fabrics. |
| Sack suits. | Fancy waistcoats. |
| Frock suits. | Overcoats. |
| Dress suits. | Ulsters. |
| Tuxedos. | Raincoats. |
| Seasonable. | Cravenettes. |
| Guaranty. | Box coats. |
| Flannels. | Corduroys. |
| Linens. | Youth's suits. |
| Seersucker. | Promptness. |
| Colors. | Delivery. |
| Shoulders. | Mail order. |
| Concave-shoulder. | Measurements. |
| Snug-fitting-collar. | Prices. |
| Linings. | Reliability. |
| Cuffs. | Repairs. |

Coal.

| | |
|--------------|--------------|
| Varieties. | Most heat. |
| Specialties. | Full weight. |

Coal—Continued.

| | |
|---------------|-----------|
| Free-burning. | Coke. |
| Clean. | Charcoal. |
| No slate. | Delivery. |
| Clinkerless. | Prices. |

Cocktails.

| | |
|----------------|--------------|
| Convenience. | Blends. |
| Pleasure. | Variety. |
| Entertainment. | For clubs. |
| Purity. | For home. |
| Taste. | For socials. |
| Quality. | Economy. |

Coffee.

| | |
|-------------|-------------|
| Aroma. | Packages. |
| Fragrance. | Brands. |
| Flavor. | Bean. |
| Nutritious. | Ground. |
| Economy. | Pulverized. |
| Cutting. | Mixtures. |
| Roasting. | Delivery. |
| Grinding. | Premiums. |

Corsets

| | |
|-----------|----------------|
| Makes. | Boning. |
| Design. | Laces. |
| Cut. | Stitching. |
| Style. | Trimming. |
| Symmetry. | Embroidery. |
| Quality. | Girdles. |
| Figure. | Supporters. |
| Curves. | Relief straps. |

Corsets—Continued.

| | |
|-------------|----------------|
| Waist line. | Skirt holders. |
| Taper. | Comfort. |
| Contour. | Health. |
| Bust. | Rust-proof. |
| Hips. | Weight. |
| Front. | Imported. |
| Material. | Made-to-order. |
| Batiste. | Odd sizes. |
| Satin. | Extra stout. |
| Coutil. | Alterations. |
| Brocade. | Fitting. |
| Silk. | Corsetiere. |
| Broche. | Experts. |
| Scrims. | Designers. |
| Net. | Demonstration. |
| Bias cut. | Guaranty. |

Credit.

| | |
|----------------|---------------|
| Stock. | Carpets. |
| Variety. | Stoves. |
| Quality. | Furnishings. |
| Convenience. | Diamonds. |
| Buying easy. | Watches. |
| Popularity. | Clocks. |
| Liberality. | Jewelry. |
| Economy. | Books. |
| Dress well. | Libraries. |
| Cosy home. | Inducements. |
| Easy payments. | System. |
| Installments. | Investigate. |
| Weekly. | Confidential. |
| Monthly. | Terms. |

Credit—Continued.

| | |
|-------------------|--------------|
| Little-at-a-time. | Prices. |
| Stock clothing. | Mail orders. |
| Furniture. | Delivery. |

Dentistry.

| | |
|---------------|-----------------|
| Extraction. | Rubber. |
| Painless. | Cement. |
| Anesthetics. | Cleaning. |
| Applications. | Polishing. |
| Crown work. | Straightening. |
| Bridge work. | Parlors. |
| Inserting. | Laboratory. |
| Plate work. | Lady attendant. |
| Natural. | Courtesy. |
| Comfortable. | Fair treatment. |
| Solid. | Skill. |
| Never drop. | Guaranty. |
| Pivot. | Sanitary. |
| Filling. | Antiseptic. |
| Gold. | Examination. |
| Silver. | Consultation. |
| Porcelain. | |

Draperies.

| | |
|----------------|-------------------|
| Novelty. | Pointe Arabe. |
| Variety. | Point de Luzerne. |
| Beauty. | Pointe Duchesse. |
| Style. | Irish Point. |
| Exclusiveness. | Tambour. |
| Originality. | Entredeux. |
| Dainty. | Cluny. |
| Fluffy. | Dentelle. |

Draperies—Continued.

| | |
|---------------------|-------------------|
| Appropriateness. | Renaissance. |
| Artistic. | Battenburg. |
| Intricate patterns. | Madras. |
| Fine weaves. | Swiss Point. |
| Crisp. | Nottingham. |
| Durable. | Bonnes stores. |
| Fresh. | Dotted Swiss. |
| Texture. | Fish net. |
| Laces. | Cable net. |
| Draperies. | Scotch net. |
| Portieres. | Brussels net. |
| Hangings. | Bobbinet. |
| Sash. | Arabian. |
| Glass. | Arabian corded. |
| Long. | Ruffled. |
| Short. | Snowflake. |
| Festooned. | Grenadine. |
| By yard. | Fleur de lis. |
| By piece. | Bow knots. |
| By pair. | Muslin. |
| Odd lots. | Cretonnes. |
| Imported. | Denims. |
| Domestic. | Silks. |
| Brussels Point. | Damasks. |
| Point de Paris. | Velvets. |
| Point de Calais. | Art-textiles. |
| China silks. | Jutes. |
| Chuddas. | Taffeta linens. |
| Silkalines. | Window shades. |
| Dutch prints. | King's Scotch. |
| Bagdads. | Lonsdale Holland. |
| Beads. | Oil opaque. |

Draperies—Continued.

| | |
|------------------|-------------------|
| Cords. | Fringes. |
| Bamboo. | Tassels. |
| White. | Drapery stuffs. |
| Ecru. | Dropped patterns. |
| Colored-velours. | Suitable lengths. |
| Tapestries. | |

Dress Goods.

| | |
|-------------------|------------------|
| Seasonableness. | Texture. |
| First display. | Lustre. |
| Spring creations. | Quality. |
| Fluffy summer. | Wear. |
| Fall fabrics. | Design. |
| Winter wear. | Beauty. |
| Complete stock. | Richness. |
| Variety. | Compare. |
| Assortment. | Examine. |
| Bright. | Criticise. |
| Fresh. | Admire. |
| New. | Wash goods. |
| Styles. | Fast colors. |
| Innovations. | Strength. |
| Importations. | Costumes. |
| French. | Bridal stuff. |
| Parisian. | Waistings. |
| Domestic. | Suitings. |
| Novelties. | Bathing suits. |
| Conservative. | Evening wear. |
| Refined. | Waist patterns. |
| Fabrics. | Gifts. |
| Standards. | Boxing. |
| Reliable. | Children's wear. |

Dress Goods—Continued.

| | |
|---------------|----------------|
| Just out. | Everyday. |
| Novel. | School. |
| Fashionable. | Party. |
| Summery. | Best. |
| Sea-shore. | Buttons. |
| Mountains. | Trimming. |
| Travel. | Plaits. |
| Bride's. | Durability. |
| Street wear. | Bargains. |
| Morning. | Clean-up. |
| Evening. | Odd lots. |
| Weaves. | Broken lines. |
| Finish. | Remnants. |
| Weight. | Special sales. |
| Width. | Economy. |
| Surface. | Future use. |
| Sheerness. | Come early. |
| Rough. | Courtesy. |
| Shaggy. | Returnable. |
| Silky. | Delivery. |
| Soft. | Prepaid. |
| Colors. | C. O. D. |
| Combinations. | Rest-rooms. |
| Shades. | Prices. |
| Patterns. | |

Dressmaking.

| | |
|----------|-----------------|
| Methods. | Seams. |
| System. | Findings. |
| Cutting. | Buttons. |
| Fit. | Buttonholes. |
| Style. | Hooks and eyes. |

Dressmaking—Continued.

| | |
|---------------|--------------|
| Originality. | Sewing. |
| Completeness. | Speed. |
| Finish. | Promptness. |
| Stitching. | Specialties. |
| Lining. | Customers. |
| Trimming. | Prices. |

Dress Trimmings.

| | |
|---------------|---------------|
| Variety. | Daring. |
| Fashions. | Embroideries. |
| Novelty. | Laces. |
| Patterns. | Braids. |
| Effects. | Appliques. |
| Imported. | Gimp. |
| Colors. | Silks. |
| Combinations. | Velvets. |
| Grouping. | Spangles. |
| Dainty. | Cabouchons. |
| Charming. | Prices. |
| Exquisite. | |

Druggists' Supplies.

| | |
|-----------------|-----------------------|
| Variety. | Traveling cases. |
| Display. | Novelties. |
| Popularity. | For the sick room. |
| Necessity. | For invalids. |
| Luxury. | Surgical supplies. |
| Seasonableness. | Crutches. |
| Quality. | Trusses. |
| Necessary. | Bandages. |
| Useful. | Physicians' supplies. |
| Sanitary. | Care. |

Druggists' Supplies—Continued.

| | |
|--------------------------|-----------------------|
| For toilet. | Accuracy. |
| For bath. | Reliable. |
| For dressing table. | Prompt. |
| For gentlemen. | Delivery. |
| For ladies. | Pure drugs. |
| For children. | Proprietary remedies. |
| Soaps. | Full line. |
| Perfumes. | Pure oils. |
| Cosmetics. | Pure extracts. |
| Toilet waters. | Toilet sets. |
| Brushes. | Pure spices. |
| Combs. | Manicure sets. |
| Prescription department. | Soda fountain. |

Electricity.

| | |
|-----------------|-------------------|
| Convenience. | Attractive. |
| Economy. | Catchy. |
| Cleanliness. | Novelties. |
| Safety. | Designs. |
| Lighting. | Estimates. |
| Brilliancy. | Electric power. |
| Soft light. | Economy. |
| Wiring. | Safety. |
| Fixtures. | Reliability. |
| Lamps. | Voltage. |
| Colors. | Plant. |
| Arc lights. | Always ready. |
| Candle power. | Motors. |
| Specialties. | Fans. |
| Tungsten. | Heaters. |
| Nourse. | Cooking Utensils. |
| Electric signs. | Demonstrations. |

Electricity—Continued.

| | |
|-------------|----------------|
| Patterns. | Prices. |
| Efficiency. | Meters. |
| Novelty. | Meter service. |

Electric Fans.

| | |
|-----------------|----------------|
| Seasonableness. | Durability. |
| Comfort. | Simplicity. |
| Necessity. | Safety-guards. |
| Luxury. | Revolving. |
| Variety. | Cost. |
| Makes. | Prices. |
| Sizes. | |

Feathers.

| | |
|------------|------------------|
| Natural. | Graceful. |
| Dyed. | Exquisite. |
| Genuine. | Repairing. |
| Imitation. | Renovating. |
| Straight. | Remodelling. |
| Curled. | Ostrich. |
| Full. | Willow. |
| Rich. | French willow. |
| Maribou. | Feather flowers. |
| Osprey. | Embroidery. |
| Plumes. | Trimming. |
| Wings. | Bed pillows. |
| Heads. | Down cushions. |
| Breasts. | Bed quilts. |
| Aigrettes. | Warmth. |
| Boas. | Lightness. |
| Muffs. | Restful. |
| Toques. | Luxurious. |

Fish and Sea Food.

| | |
|---------------------|---------------------|
| Fresh. | Count. |
| Clean. | Standards. |
| Variety. | Measure. |
| Carefully prepared. | Quantities. |
| Prompt service. | Clams. |
| Reliability. | Mussels. |
| Refrigeration. | Lobsters. |
| Deep sea. | Crabs. |
| Fresh water. | Soft-shell. |
| Pickled. | Hard. |
| Smoked. | Shrimps. |
| Dried. | Scallops. |
| Fry. | Prawns. |
| Sea-food. | Delivery. |
| Oysters. | Out-of-town orders. |
| In shell. | Shipment. |

Flowers.

| | |
|---------------------|-----------------|
| Beautiful. | Bon voyage. |
| Fresh. | Banquets. |
| Fragrant. | Boutonnieres. |
| Bouquets. | Baskets. |
| Centrepieces. | Bushes. |
| Cut flowers. | Trees. |
| Vines. | Bulbs. |
| Ferns. | Seeds. |
| Ferneries. | Gifts. |
| Palms. | Packing. |
| Weddings. | Delivery. |
| Funeral designs. | Express. |
| Balls. | Display. |
| House decorations. | Green houses. |
| Church decorations. | Conservatories. |

Furniture.

| | |
|----------------|------------------|
| Stock. | Steel frame. |
| Variety. | Tempered spring. |
| Completeness. | Back. |
| Style. | Davenports. |
| Bright. | Folding. |
| Fresh. | Adjustable. |
| Attractive. | Automatic. |
| Artistic. | Size. |
| Durable. | Operation. |
| Utility. | Cushions. |
| Reliable. | Springs. |
| Unique. | Space-saving. |
| Rich. | Parlor suits. |
| Pleasure. | Divans. |
| Comfort. | Cabinets. |
| Satisfaction. | Beauty. |
| Design. | Oddity. |
| Outline. | Richness. |
| Construction. | Upholstery. |
| Make. | Chamber suits. |
| Quality. | Pieces. |
| Values. | Material. |
| Specialties. | Oak. |
| Colonial. | Maple. |
| Sheraton. | Weathered oak. |
| Chippendale. | Mahogany. |
| Washingtonian. | Dressers. |
| Mayflower. | Chiffoniers. |
| Flemish. | Bureaus. |
| Art crafts. | Material. |
| Mission. | Front. |
| United crafts. | Style. |

Furniture—Continued.

| | |
|--------------------|--------------------|
| Quaint. | Mirrors. |
| Unique. | Kind. |
| Durable. | Size. |
| Foot rests. | Number drawers. |
| Jardiniere stands. | Finish. |
| Tabourettes. | Trimmings. |
| Bungalows. | Carvings. |
| Camps. | Handles. |
| Sea-shore. | Top. |
| Cottage. | Beds. |
| Summer. | Brass. |
| Porch. | Brass-trimmed. |
| Lawn. | Iron. |
| Chairs. | Enamelling. |
| Frame. | Colors. |
| Finish. | Size. |
| Plain. | Folding. |
| Enamelled. | Den furnishings. |
| Shellaced. | Odd chairs. |
| Upholstery. | Cigar stands. |
| Tapestry. | Curious pedestals. |
| Velour. | Quaint tables. |
| Silk. | Corner seats. |
| Brocade. | Card tables. |
| Leather. | Book cases. |
| Springs. | Whatnots. |
| Durability. | Porch furniture. |
| Ease. | Porch shades. |
| Comfort. | Material. |
| Style. | Color. |
| Rockers. | Dyes. |
| Kinds. | Twins. |

Furniture—Continued.

| | |
|----------------|-------------------|
| Willow. | Settees. |
| Rattan. | Rush. |
| Wickerware. | Reed. |
| Boston. | Rattan. |
| Odd. | Wicker. |
| Morris chairs. | Grass. |
| Restful. | Bamboo. |
| Luxurious. | Cane. |
| Cushions. | Driftwood. |
| Low seat. | No glue. |
| Flat arms. | Aesthetic colors. |
| Finish. | Summer furniture. |
| Solid. | Lawn. |
| Substantial. | Office furniture. |
| For gifts. | Desks. |
| Birthday. | Make. |
| Anniversaries. | Flat. |
| Presentations. | Roll-top. |
| Tables. | Sizes. |
| Variety. | Material. |
| Dining. | Drawers. |
| Library. | Pigeonholes. |
| Parlor. | Chairs. |
| Boudoir. | Revolving. |
| Kitchen. | Cushioned. |
| Sewing. | Adjustable. |
| Card. | Tables. |
| Material. | Filing cabinets. |
| Finish. | Odd pieces. |
| Carving. | Sideboards. |
| Polish. | Buffets. |
| Legs. | Refrigerators. |

Furniture—Continued.

| | |
|------------------|-------------------|
| Castors. | Ice chests. |
| Extra leaves. | Kitchen cabinets. |
| Couches. | Handy. |
| Lounges. | Convenient. |
| Tete-a-tetes. | Sanitary. |
| Strong. | Space-saving. |
| Handsome. | Hall furniture. |
| Durable. | Hall racks. |
| Upholstery. | Hat racks. |
| Umbrella stands. | Red-tag sale. |
| Mirrors. | Examination. |
| Hall seats. | Comparison. |
| China cabinets. | Courtesy. |
| Side tables. | Guaranty. |
| Cosy seats. | Future delivery. |
| Bargains. | Credit. |
| Special sale. | Packing. |
| Clearance sale. | Shipping. |
| Reduction sale. | Delivery. |

Furs.

| | |
|------------------------|---------------|
| Seasonableness. | Muffs. |
| Variety. | Collars. |
| Display. | Boots. |
| Styles. | Skirts. |
| Artistic combinations. | Capes. |
| Fashionable shapes. | Buttons. |
| Comfort. | Foot-warmers. |
| Useful. | Rugs. |
| Durability. | Raw furs. |
| Quality. | Paws. |
| Proper values. | Heads. |

Furs—Continued.

| | |
|--------------------|----------------|
| Careful selection. | Tails. |
| Workmanship. | Motor apparel. |
| Imported. | Repairing. |
| Domestic. | Summer prices. |
| Dye. | Cold storage. |
| Linings. | Insurance. |
| Hats. | Moth. |
| Caps. | Damp. |
| Coats. | Fire. |
| Gloves. | Remodeling. |

Gas Ranges and Heaters.

| | |
|--------------------|--------------------|
| Convenience. | No dirt. |
| Economy. | Easily controlled. |
| Cool. | Save labor. |
| Handy. | Save worry. |
| Always ready. | Toasters. |
| Quick. | Broilers. |
| Safety appliances. | Grillers. |
| Regulation. | Bakers. |
| No ashes. | Demonstration. |

Girls' Coats and Dresses.

| | |
|-----------|-------------------|
| Variety. | Reefers. |
| Outdoor. | Cravenettes. |
| Indoor. | Mixture cloaking. |
| Dry. | Gray effects. |
| Warm. | Revere front. |
| Hygienic. | Hoods. |
| School. | French waist. |
| Everyday. | Russian blouse. |
| Dressy. | Peter Thompson. |

Girls' Coats and Dresses—Continued.

| | |
|-----------------------|------------------|
| Simple. | Peter Pan. |
| Dainty. | Buster Brown. |
| Economical. | Gretchen. |
| Costly. | White goods. |
| Smart. | Ginghams. |
| Exclusive. | Percales. |
| Seasonable. | Galateas. |
| Appropriate. | Lawns. |
| Youthful. | Organdies. |
| Washable. | Linens. |
| Durable. | Shirtwaists. |
| Novelty materials. | Collarless. |
| Ready-to-wear. | Tailored suits. |
| Faultless style. | Wool dresses. |
| Plain shades. | Novelty dresses. |
| Fast colors. | Imported models. |
| Individual Trimmings. | Walking skirts. |
| Cloaks. | Dress skirts. |
| Coats. | |

Girl Graduates.

| | |
|--------------------|--------------------|
| First requisites. | Precious stones. |
| Enduring gifts. | Books. |
| Sentiment. | Flowers. |
| Essentials. | Diploma. |
| Remembrances. | Bonbons. |
| Finishing touches. | Hair ornaments. |
| Graceful. | Photograph frames. |
| Girlish. | Silver articles. |
| Precious. | Gowns. |
| Acceptable. | Fans. |
| Accessories. | Ribbons. |

Girl Graduates—Continued.

| | |
|------------|----------|
| Elaborate. | Laces. |
| Simple. | Shoes. |
| Material. | Hosiery. |
| Trimming. | Belts. |
| Fabrics. | Hats. |
| Jewelry. | Gloves. |

Glassware.

| | |
|----------------|--------------------|
| Variety. | Newest styles. |
| Style. | Exclusive designs. |
| Stock. | Finest cutting. |
| Pressed glass. | Brilliancy. |
| Colors. | Imported. |
| Vases. | American. |
| Odd pieces. | Rock crystal. |
| Cut glass. | Rich gifts. |

Gloves.

| | |
|-------------|------------------|
| Variety. | Elbow length. |
| Kid. | Walking length. |
| Dogskin. | Gauntlets. |
| Buckskin. | Mitts. |
| Chamois. | Mittens. |
| Fur. | Mousquetaire. |
| Silk. | Biarritz. |
| Lisle. | Suede. |
| Cotton. | Glace. |
| Lace. | Delicate shades. |
| Woolen. | Fit. |
| Rubber. | Finish. |
| Silk lined. | Style. |
| Fur lined. | Cut. |

Gloves—Continued.

| | |
|------------------|----------------------|
| Leather lined. | Quality. |
| Mocha. | Durability. |
| Castor. | Pliability. |
| Knitted. | Serviceable. |
| Crocheted. | Warmth. |
| Woven. | Absorption. |
| Paris point. | Coolness. |
| Prix seam. | Protection. |
| Button. | Perfect workmanship. |
| Clasp. | Comfort. |
| Hook. | Appropriateness. |
| Imported. | Washable. |
| Domestic. | Modish. |
| Shoulder length. | |

Hammocks.

| | |
|-------------|-------------|
| Variety. | Weave. |
| Patterns. | Coloring. |
| Durability. | Valances. |
| Strength. | Pillows. |
| Comfort. | Cords. |
| Material. | Stretchers. |
| Style. | Sizes. |
| Patterns. | Prices. |

Harness.

| | |
|-----------|-----------|
| Style. | Blankets. |
| Variety. | Variety. |
| Make. | Warmth. |
| Material. | Robes. |
| Finish. | Furs. |
| Pattern. | Plush. |

Harness—Continued.

| | |
|------------|--------------|
| Trimmings. | Color. |
| Wear. | Plumes. |
| Leathers. | Fly-nets. |
| Tanning. | Dusters. |
| Stitching. | Whips. |
| Strength. | Boots. |
| Safety. | Brushes. |
| Straps. | Combs. |
| Buckles. | Bells. |
| Mountings. | Chimes. |
| Plating. | Oils. |
| Saddle. | Blackenings. |
| Lines. | Soaps. |
| Traces. | Polishes. |

Hosiery.

| | |
|-----------------|---------------|
| Seasonable. | Ribbed. |
| Variety. | Garter-top. |
| Quantity. | Spliced heel. |
| Proper-sizes. | Spliced toe. |
| Designs. | For school. |
| Weaves. | Guaranteed. |
| Dependable. | Hole-proof. |
| Good dyes. | Stainless. |
| Silk. | Imported. |
| Silk and lace. | Domestic. |
| Merino. | Modish. |
| Lisle thread. | Washable. |
| Balbriggan. | Hygienic. |
| Silk and lisle. | Novelties. |
| Knitted. | Standards. |
| Drop stitch. | Bicycle hose. |

Hosiery—Continued.

| | |
|--------------|----------------|
| Openwork. | Opera lengths. |
| Cobweb. | Tights. |
| Mercerized. | Samples. |
| Embroidered. | Seconds. |
| Linen knee. | For children. |
| Seamless. | |

House Furnishings.

| | |
|-----------------------|-------------------|
| Variety. | For housekeeping. |
| Completeness. | Every need. |
| Suggestions. | Display. |
| Kitchen utensils. | Economy. |
| Laundry supplies. | Delivery. |
| Experienced salesmen. | Prices. |

Ice.

| | |
|------------|------------------|
| Purity. | Full weight. |
| Where cut. | Artificial. |
| Clean. | Distilled water. |
| Bright. | Health. |
| Hard. | Sanitary. |
| Service. | Buy tickets. |
| Prompt. | Telephone. |
| Regular. | Post card. |

Ice Cream.

| | |
|-------------|--------------|
| Delicious. | No gelatine. |
| Wholesome. | No coloring. |
| Digestible. | Keeps well. |
| Smooth. | Packages. |
| Purity. | Bricks. |
| Flavors. | Boxes. |

Ice Cream—Continued.

| | |
|-----------------|---------------|
| Natural fruits. | Specialties. |
| Blended. | Combinations. |
| Pure milk. | Frappe. |
| Rich cream. | Sundaes. |
| No cornstarch. | Delivery. |

Ice Cream Freezers.

| | |
|-----------------|----------------|
| Makes. | Non-rusting. |
| Quick acting. | Economical. |
| Easy operation. | Durable. |
| Easy cleaned. | No leakage. |
| Light. | Guaranty. |
| Strong. | Demonstration. |
| Simple. | |

Infants' Wear.

| | |
|--------------------|--------------------|
| Outer garments. | Delicate shades. |
| Inner garments. | Textures. |
| Seasonable attire. | Wash dresses. |
| Head-wear. | Sleeping suits. |
| Foot-wear. | Bibs. |
| Hand-made. | Wrappers. |
| Machine-made. | Slips. |
| Knitted. | Vacation dresses. |
| Imported. | Piazza frocks. |
| Domestic. | Rompers. |
| Hygienic. | Layettes. |
| Anatomical. | Creeping rugs. |
| Comfortable. | Carriage rugs. |
| Serviceable. | Carriage cushions. |
| Dainty. | Carriage parasols. |
| Elaborate. | Carriage straps. |

Infants' Wear—Continued.

| | |
|-----------------|---------------------|
| Moderate. | Bassinettes. |
| Costly. | Mattress pads. |
| Fine handiwork. | Toilet accessories. |

Laces.

| | |
|--------------|--------------------|
| Variety. | Colors. |
| Display. | Insertions. |
| Designs. | Bandings. |
| Textures. | Appliques. |
| Width. | Edging. |
| Domestic. | Flouncing. |
| Imported. | Beading. |
| Antique. | Galloons. |
| Rare. | Wear. |
| Unique. | Durability. |
| Hand-made. | Washable. |
| Mesh thread. | For robes. |
| Crocheted. | For gowns. |
| Net. | For handkerchiefs. |

Leather Goods.

| | |
|----------------|------------------|
| Variety. | Monkey. |
| Convenient. | Beaver. |
| Knick-knacks. | Morocco. |
| Specials. | Russia. |
| Fashion. | Brass trimmings. |
| Dressy. | Riveted frame. |
| Smart. | Strap handle. |
| Dainty. | Braided handle. |
| Practical. | Stiff handle. |
| Serviceable. | Wrist bags. |
| Indispensable. | Envelope bags. |

Leather Goods—Continued.

| | |
|----------------------|---------------------|
| Elaborately filled. | Automobile bags. |
| Assortment. | Vanity bags. |
| Finish. | Traveling bags. |
| Innovation. | Suit cases. |
| Wardrobe requisites. | Motor accessories. |
| High grade. | Belts. |
| Medium prices. | Leggings. |
| Popular styles. | Opera bags. |
| Ornamental. | Pocketbooks. |
| Fresh ideas. | Card cases. |
| Distinction. | Book covers. |
| Sole leather. | Cigar cases. |
| Buckskin. | Saddles. |
| Alligator. | Harness. |
| Cowhide. | Music rolls. |
| Walrus. | Drinking cup cases. |
| Seal. | Cushions. |
| Elephant. | Picture frames. |
| Snake. | |

Laundry.

| | |
|-------------------|----------------|
| Hand. | Don't crack. |
| Steam. | Don't blister. |
| Superior. | Don't fray. |
| Prompt. | Shirt fronts. |
| Rush work. | Straight. |
| Special machines. | Smooth. |
| Clean work. | Perfect fit. |
| Sanitary. | Hand-work. |
| Satisfaction. | Rough-dry. |
| Look better. | Bundle wash. |
| Last longer. | Lace curtains. |

Laundry—Continued.

| | |
|-----------------|----------------|
| Best soap. | Blankets. |
| Best starch. | Colored goods. |
| Best bluing. | Don't fade. |
| Best labor. | Vests. |
| Sew on buttons. | Ties. |
| Patch. | Duck suits. |
| Mend. | Linen suits. |
| Darn. | Black goods. |
| Valet service. | Flannels. |
| Collars. | Telephone. |
| Non-gloss. | Post card. |
| Proper fold. | Wagon call. |
| Proper tips. | Delivery. |
| Proper finish. | |

Linens.

| | |
|-----------------|---------------|
| Variety. | Table linen. |
| Seasonable. | Spreads. |
| Serviceable. | Tea cloths. |
| Luster. | Table cloths. |
| Finish. | Doilies. |
| Wear. | Napkins. |
| Bleached. | Towels. |
| Dew-bleached. | Bath. |
| Grass-bleached. | Face. |
| Irish. | Fringed. |
| Scotch. | Colored. |
| Imported. | Bordered. |
| Domestic. | Width. |
| Hemstitched. | Length. |
| Open work. | Brocaded. |
| Wheel work. | Shams. |

Linens—Continued.

| | |
|-----------------|----------------|
| Drawn work. | Center-pieces. |
| Stitched. | Scarfs. |
| Embroidered. | Seconds. |
| Scalloped edge. | Remnants. |

Linoleums.

| | |
|---------------|---------------|
| Cool. | Tile pattern. |
| Clean. | Inlaid. |
| Durable. | Block. |
| Economical. | Floral. |
| For halls. | Measure. |
| For kitchens. | Cut. |
| For offices. | Fit. |
| Imported. | Lay. |
| Domestic. | Specials. |
| Width. | Mill ends. |
| Colors. | Remnants. |
| Patterns. | |

Loans.

| | |
|---------------------|---------------|
| Necessity. | Typewriters. |
| Convenience. | Bicycles. |
| Security. | Rents. |
| Mortgages. | Legacies. |
| Notes. | Incomes. |
| Pledges. | Accounts. |
| Salaries. | Coal leases. |
| Warehouse receipts. | Prompt. |
| Furniture. | Confidential. |
| Pianos. | Private. |
| Organs. | Oaths. |
| Diamonds. | Interest. |

Loans—Continued.

| | |
|------------------|-----------|
| Jewelry. | Fires. |
| Horses. | Payments. |
| Wagons. | Weekly. |
| Farm implements. | Monthly. |
| Guns. | |

Lumber.

| | |
|----------------|------------------|
| Well-seasoned. | Siding. |
| Clear dressed. | Casing. |
| Undressed. | Flooring. |
| Surfaced. | Posts. |
| Tongued. | Prompt delivery. |
| Soft. | Honest measure. |
| Exterior. | Correct prices. |
| Interior. | Fair dealing. |
| Shingles. | Rail shipments. |
| Lath. | Kiln-dried. |
| Clapboards. | |

Mail Orders.

| | |
|--------------------|-------------------|
| Prompt. | C. O. D. |
| Careful. | Examination. |
| Intelligent. | Return privilege. |
| Trained employees. | Samples. |
| Large stock. | Catalogs. |
| Full lines. | Packing. |
| Assortments. | Delivery. |
| Economical. | Prepaid. |
| Handy. | Express. |
| Simple. | Mail. |
| Cheaper. | Freight. |
| Convenient. | |

Mattresses.

| | |
|-----------|--------------|
| Sizes. | Colors. |
| Variety. | Comfortable. |
| Makes. | Sanitary. |
| Material. | Padded. |
| Filling. | Folding. |
| Ticking. | Sectional. |

Meat.

| | |
|--------------------|------------------------|
| Prime stock. | Potted. |
| Fresh. | Minced. |
| Clean. | Sugar cured. |
| Juicy. | Smoked. |
| Tender. | Choice cuts. |
| Full weight. | Small dealers. |
| Courteous service. | Meat trusts. |
| Punctuality. | Markets. |
| City dressed. | Poultry. |
| Cold storage. | Game. |
| Quality. | Seasonable delicacies. |
| Brine pickled. | |

Men's Furnishings.

| | |
|-------------|---------------|
| Stylish. | Flannels. |
| Variety. | Outing. |
| Stock. | Silk. |
| Display. | Collars. |
| Up-to-date. | Cuffs. |
| Dressy. | Mufflers. |
| Snappy. | Shields. |
| Neckwear. | Pajamas. |
| Newest. | Night shirts. |
| Fashions. | Underwear. |
| Mode. | Light. |
| Colors. | Medium. |

Men's Furnishings—Continued.

| | |
|--------------|----------------|
| Scarfs. | Heavy. |
| Ties. | For summer. |
| Full-dress. | For winter. |
| Correctness. | Union-suits. |
| Shirts. | Suspenders. |
| Makes. | Hosiery. |
| Dress. | Gloves. |
| Negligee. | Handkerchiefs. |
| Colors. | |

Men's Hats.

| | |
|--------------------|--------------|
| Style. | Fresh. |
| Smart. | Durable. |
| Shape. | Mackinaws. |
| Crown. | Panamas. |
| Brim. | Real. |
| Weight. | Description. |
| Makes. | Snappy. |
| Color. | Negligee. |
| Character. | Imitation. |
| Black. | Prices. |
| Wearing qualities. | Straws. |
| Silk. | Splits. |
| Newest. | Sennits. |
| Fashionable. | Salesmen. |
| Derbies. | Experience. |
| Soft derbies. | Judgment. |
| Crush. | Fit. |
| Soft. | Appropriate. |
| Alpine. | Personality. |
| For business. | Variety. |
| For evening wear. | Display. |
| Outing. | |

Motor Cycles.

| | |
|----------------|-----------------|
| Make. | Batteries. |
| Style. | Spark coils. |
| Size. | Cooling system. |
| Variety. | Axles. |
| Horse-power. | Material. |
| Convenience. | Rubber. |
| Durability. | Lamp. |
| Wear. | Indicators. |
| Speed. | Speedometer. |
| Hill-climbing. | Gauges. |
| Appearance. | Pumps. |
| Weight. | Oil. |
| Comfort. | Oil cups. |
| Control. | Horns. |
| Operation. | Tool kits. |
| Safety. | Leakage. |
| Fuel. | Shock-absorber. |
| Fuel cost. | Smokeless. |
| Color. | Demonstration. |
| Finish. | Cost. |
| Trimnings. | Delivery. |
| Engine. | Guaranty. |
| Transmission. | Payments. |
| Lubrication. | Brake. |
| Brakes. | Rims. |
| Cylinders. | Spokes. |
| Bearings. | Saddle. |
| Wheels. | Wheel-base. |
| Hubs. | Chain. |
| Tires. | Sprocket. |
| Radiation. | Handle bars. |
| Vibration. | Knee room. |

Motor Cycles—Continued.

| | |
|------------------|-----------------|
| Forgings. | Pedals. |
| Dust-protection. | Tubing. |
| Valves. | Mud-guards. |
| Adjustments. | Handles. |
| Carbureters. | Handle control. |
| Noiseless. | Beneficial. |
| Sparkplugs. | Pleasure. |
| Magnetos. | Time-saver. |

Musical Instruments, Pianos, Etc.

| | |
|------------------|--------------|
| Variety. | Clarinet. |
| Beauty. | Flute. |
| Style. | French horn. |
| Make. | Cornet. |
| Tone. | Bugle. |
| Finish. | Trombone. |
| Shape. | Saxophone. |
| Case. | Tubas. |
| Action. | Xylophone. |
| Key-board. | Kettle-drum. |
| Polish. | Snare drum. |
| Resonance. | Bass drum. |
| Embellishment. | Fife. |
| Inlaying. | Cymbal. |
| Material. | Triangle. |
| Size. | Piccolo. |
| Weight. | Zither. |
| Imported. | Mandolin. |
| Domestic. | Guitar. |
| Singing quality. | Banjo. |
| Concert pitch. | Strings. |
| True. | Wire. |

Musical Instruments, Pianos, etc.—Continued.

| | |
|--------------|--------------------|
| Natural. | Silver. |
| Melodious. | Cat gut. |
| Grand. | Phonograph. |
| Baby. | Music box. |
| Infant. | Mechanical pianos. |
| Upright. | Electric pianos. |
| Square. | Piano players. |
| Clavichord. | Player pianos. |
| Clavier. | Piano insurance. |
| Harp. | Piano economy. |
| Double-bass. | Installment. |
| Oboe. | |

Oil Stoves and Heaters.

| | |
|-------------|----------------|
| Sizes. | No smell. |
| Styles. | No smoke. |
| Makes. | Quick. |
| Blue-flame. | Light. |
| Wickless. | For camp. |
| Safe. | Cottage. |
| Economical. | Demonstration. |
| Fuel cost. | |

Optical Goods.

| | |
|---------------------|-------------------|
| Careful fitting. | Light. |
| Attention. | Strong. |
| Responsibility. | Durable. |
| Eye-testing. | Skeleton frames. |
| Accurate. | Right fitting. |
| Perfect adjustment. | Securely fitting. |
| Proper focus. | Comfort. |
| Examination. | Pleasure. |

Optical Goods—Continued.

| | |
|-----------------------|--------------------|
| Corrective glasses. | Bifocal. |
| Clear. | Silex. |
| Flawless. | Brazillian pebble. |
| Crystal. | Repairs. |
| Practical experience. | Lenses. |
| Exclusive style. | Eyeglasses. |
| Modern appointments. | Spectacles. |
| Expert grinding. | Monocles. |
| Prescription. | Lorgnettes. |
| Guarantee. | Opera glasses. |
| Scientifically made. | Field glasses. |
| Diagnosis. | Marine glasses. |
| Specialist. | Eyeglass cases. |
| Specially ground. | Eyeglass holders. |

Outdoor Clothing.

| | |
|-------------|-----------------|
| Uniforms. | Vests. |
| Outfits. | Waders. |
| Sweaters. | Folding hats. |
| Jerseys. | Colors. |
| Waterproof. | Shape. |
| Hats. | Variety. |
| Caps. | Prompt service. |
| Coats. | Ladies' skirts. |

Paints.

| | |
|-------------|------------|
| Stock. | Floors. |
| Variety. | Stains. |
| Materials. | Varnishes. |
| Makes. | Enamels. |
| Durability. | Oils. |

Paints—Continued.

| | |
|-----------|------------|
| Colors. | Dryers. |
| Shades. | Reducers. |
| Indoor. | Putty. |
| Outdoor. | Shellac. |
| House. | Brushes. |
| Carriage. | Estimates. |
| Iron. | Contracts. |
| Ceilings. | Catalogs. |

Pedalmobiles and Pushmobiles.

| | |
|-------------|-------------|
| Make. | Sprocket. |
| Variety. | Knee room. |
| Style. | Pedals. |
| Durability. | Tubing. |
| Wear. | Mud-guards. |
| Appearance. | Bell. |
| Weight. | Beneficial. |
| Operation. | Pleasure. |
| Safety. | Seats. |
| Color. | Hood. |
| Finish. | Gears. |
| Trimmings. | Axles. |
| Bearings. | Material. |
| Wheels. | Rubber. |
| Hubs. | Leather. |
| Tires. | Lamps. |
| Forgings. | Horns. |
| Size. | Cost. |
| Spokes. | Delivery. |
| Rims. | Guaranty. |
| Chain. | |

Phonographs.

| | |
|--------------|----------------|
| Make. | Variety. |
| Styles. | Popular music. |
| Size. | Special music. |
| Tone. | Pleasure. |
| Records. | Enjoyment. |
| Description. | Profit. |
| Number. | Concerts. |
| Length. | Terms. |
| Durability. | Easy payments. |
| Operation. | Mail orders. |
| Horns. | Demonstration. |
| Compactness. | Delivery. |

Pictures.

| | |
|----------------|---------------|
| Oil paintings. | Enlargements. |
| Etchings. | Copying. |
| Engravings. | Coloring. |
| Water colors. | Frames. |
| Crayons. | Framing. |
| Photogravure. | Easels. |
| Pastels. | Variety. |
| Chromos. | Rarity. |
| Photos. | |

Plumbing.

| | |
|--------------|--------------|
| Reliable. | Fixtures. |
| Trustworthy. | Tubs. |
| Experienced. | Closets. |
| Economical. | Bowls. |
| Sanitary. | Open system. |
| Tasty. | Specialties. |
| Durable. | Contracts. |
| Honest. | Estimates. |

Plumbing—Continued.

| | |
|-------------|-----------------------|
| Water. | For hotels. |
| Gas. | For schools. |
| Steam. | For public buildings. |
| Heating. | Plans. |
| Sewer. | Repairs. |
| Bath rooms. | Emergency. |

Provisions and Groceries.

| | |
|-------------------|-----------------------|
| Fresh stock. | For canning. |
| Complete variety. | Preserved. |
| Cleanliness. | Dried. |
| Prompt service. | Canned. |
| Quick delivery. | Evaporated. |
| Honest weight. | Canned goods. |
| Full measure. | Sizes. |
| Courteous clerks. | Brands. |
| Departments. | Quality. |
| Vegetable. | Freshness. |
| Fresh daily. | Reliable. |
| Home-grown. | Staples. |
| Seasonable. | Bargains. |
| Fruits. | Prices. |
| Tropical. | Telephone orders. |
| Ripe. | Mail orders. |
| Sound. | Orders called for. |
| Fancy. | Out-of-town delivery. |

Real Estate.

| | |
|-----------------|--------------|
| Description. | Facilities. |
| Location. | Shipping. |
| Transportation. | Undeveloped. |
| For investment. | Acreage. |
| Secure. | Location. |

Real Estate—Continued.

| | |
|-----------------|-------------------|
| Profitable. | Prospects. |
| Safe. | Farms. |
| For homes. | Location. |
| Own your own. | Size. |
| Don't pay rent. | Advantages. |
| Independence. | Railroad. |
| Comfort. | Churches. |
| Size. | School. |
| Rooms. | Roads. |
| Lot. | Fertility. |
| Frontage. | Special adaption. |
| Interior. | Buildings. |
| View. | Water. |
| Lawn. | Wood. |
| Walks. | Timber. |
| Drives. | Cultivation. |
| Shade. | Pasturage. |
| Porches. | Fruit. |
| Cellar. | Terms. |
| Heat. | Payments. |
| Water. | Yearly. |
| Bath. | Monthly. |
| Manufacturing. | Cash. |
| Power. | Title. |
| Floor space. | Mortgage. |
| Construction. | Interest rate. |

Rifles and Revolvers.

| | |
|--------------|------------|
| Makes. | Repeaters. |
| Variety. | Automatic. |
| Convenience. | Style. |
| Hunting. | Sights. |

Rifles and Revolvers—Continued.

| | |
|------------------|-----------------|
| Target shooting. | Guaranty. |
| Self-protection. | Ammunition. |
| Weight. | Traps. |
| Finish. | Shells. |
| Stock. | Targets. |
| Magazine. | Loading tools. |
| Calibre. | Cleaning tools. |

Rugs.

| | |
|--------------------------|--------------------|
| Imported. | All wool. |
| Authenticated qualities. | Reversible. |
| Persian. | Domestic. |
| Indian. | Antiques. |
| Turkish. | Gifts. |
| Japanese. | Double-faced. |
| Chinese. | Prayer rugs. |
| Brussels. | Hand wrought. |
| Axminster. | Machine made. |
| Wiltons. | Odd sizes. |
| Velvets. | Silky pile. |
| Smyrna silk rugs. | Vegetable dye. |
| Art squares. | Spurious. |
| Carpet rugs. | Genuine. |
| Rag rugs. | Seamless. |
| Ingrains. | Fancy centre. |
| Doormats. | Exquisite borders. |
| Hall runners. | Lie flat. |
| Wall hangings. | Cleanly. |
| Matting rugs. | Easily laid. |
| Harmonious designs. | Easily fitted. |
| Wonderful variety. | Easily moved. |
| Mellow colors. | More economical. |

Sales.

| | |
|-----------------|-----------------|
| Seasonable. | Hot weather. |
| New Year. | Vacation. |
| Pre-inventory. | Outing. |
| Stock reducing. | Seashore. |
| Removal. | Camping. |
| Closing out. | Mountains. |
| Specialties. | Fourth of July. |
| Bargains. | Fireworks. |
| Prices. | Bargains. |
| Mid-summer. | Prices. |

Shoes.

| | |
|--------------|----------------|
| Make. | Caps. |
| Materials. | Fasteners. |
| Shapes. | Looks. |
| Sizes. | Common-sense. |
| Widths. | Cushion soles. |
| Fit. | Health. |
| Ease. | Dressy. |
| Comfort. | Opera. |
| Durability. | Pumps. |
| Soles. | Slippers. |
| Inner-soles. | Tennis. |
| Heels. | Yachting. |
| Lining. | Athletic. |
| Laces. | Bedroom. |
| Buttons. | Bath. |
| Counters. | Moccasins. |
| Colors. | Repairs. |
| Waterproof. | Guaranty. |
| Finish. | |

Silks.

| | |
|----------------------|-----------------|
| Width. | Staples. |
| Luster. | Black. |
| Strength. | Brown. |
| Sheerness. | White. |
| Soft. | Voiles. |
| Pliable. | Pongees. |
| Clinging. | Foulard. |
| Colors. | Summer silks. |
| Fresh. | Waist patterns. |
| Dots. | Skirt patterns. |
| Stripes. | Linings. |
| Figured. | Veilings. |
| Plaids. | Special sales. |
| Checked. | Quantity. |
| Barred. | Quality. |
| Shades. | Remnants. |
| Exclusive weaves. | Short pieces. |
| New designs. | Prices. |
| Plain effects. | Variety. |
| Illuminated effects. | Display. |
| Changeable. | Samples. |
| Embroidered. | Mail orders. |

Silverware and Jewelry.

| | |
|----------------------|---------------------|
| Glittering trinkets. | Table appointments. |
| Glint of gold. | Oddities. |
| Sheen of silver. | Workmanship. |
| Magnificent array. | Goldsmithing. |
| Effective. | Engraving. |
| Pleasing souvenirs. | Setting. |
| Faddish. | Watches. |
| Modish. | Fobs. |

Silverware and Jewelry—Continued.

| | |
|--------------------|------------------|
| Decorative. | Scarf pins. |
| Novelties. | Hat pins. |
| Holiday gifts. | Brooches. |
| Birthday gifts. | Belt buckles. |
| Graduation gifts. | Chains. |
| Engagement gifts. | Combs. |
| Wedding gifts. | Barrettes. |
| Anniversary gifts. | Rings. |
| Fraternal orders. | Earrings. |
| Intrinsic value. | Collar buttons. |
| Art nouveau. | Studs. |
| Antiques. | Tie-clips. |
| Mourning. | Waist sets. |
| Gun metal. | Lavallieres. |
| Imitation. | Tiaras. |
| Guaranteed. | Necklaces. |
| Warranty. | Mesh bags. |
| Skilled artisans. | Precious stones. |
| Repairing. | Diamonds. |
| Reconstruction. | Rubies. |
| Economy. | Emeralds. |
| Remodelled. | Beryls. |
| Modernized. | Pearls. |
| Polishing. | Clocks. |
| Beautified. | Cuckoo. |
| Mountings. | Grandfather. |
| Cutting. | Traveling. |
| Exclusive ideas. | Hall. |
| Dependable. | Alarm. |
| Sterling. | Marine. |
| White metal. | Regularity. |
| Quadruple plate. | Accuracy. |

Silverware and Jewelry—Continued.

| | |
|------------------------|---------|
| Faultless workmanship. | Useful. |
| Small pieces. | Unique. |
| Service pieces. | |

Skates.

| | |
|---------------|-------------|
| Make. | Dutch. |
| Sizes. | Plating. |
| Variety. | Finish. |
| Roller. | Strength. |
| Ball-bearing. | Straps. |
| Club. | Fasteners. |
| Hockey. | Sharpening. |

Soaps.

| | |
|----------------------|------------------|
| Delicate. | For hands. |
| Dainty. | For complexion. |
| Soothing. | For feet. |
| Healing. | Cooling. |
| Purity. | Healing. |
| Cleansing qualities. | For laundry. |
| Shape. | No rubbing. |
| Odor. | No boiling. |
| No free alkali. | Non-destructive. |
| No free chemicals. | Economical. |
| No animal fats. | Premiums. |
| For face. | Prices. |
| For skin. | |

Soft Drinks.

| | |
|------------|-----------------|
| Names. | Root beer. |
| Variety. | Mineral waters. |
| Necessity. | Fountain. |

Soft Drinks—Continued.

| | |
|--------------|--------------|
| Purity. | Cleanliness. |
| Sodas. | Flavors. |
| Gingers. | Specialties. |
| Grape juice. | Novelties. |

Smoking Jackets.

| | |
|-------------|------------------|
| Comfort. | Cassimere. |
| Ease. | Silk. |
| Luxury. | Velvet. |
| Assortment. | Colors. |
| Display. | Trimming. |
| Style. | Pockets. |
| Cut. | Linings. |
| Length. | Buttons. |
| Material. | House coats. |
| Broadcloth. | Bath robes. |
| Tricot. | Christmas gifts. |
| Eiderdown. | Birthday gifts. |

Stationery.

| | |
|---------------|----------------------|
| Variety. | Printed. |
| Styles. | Announcements. |
| Elite. | At home. |
| Attractive. | Teas. |
| Dainty. | Commencements. |
| Tints. | Programs. |
| Texture. | Menus. |
| Makes. | Perfect workmanship. |
| Boxing. | Quick service. |
| Gift boxes. | School supplies. |
| Cabinets. | Pads. |
| By the pound. | Tablets. |

Stationery—Continued.

| | |
|----------------|------------------|
| Mourning. | Pencils. |
| Calling cards. | Pens. |
| Size. | Erasers. |
| Style. | Ink. |
| Engraving. | Crayons. |
| Wedding. | Blotters. |
| Invitations. | Albums. |
| Artistic. | Post-card books. |
| Correct. | Desk fittings. |
| Form wording. | Office supplies. |
| Lettering. | Fountain pens. |
| Samples. | Variety. |
| Engraved. | Makes. |

Stoves, Ranges, Etc.

| | |
|-----------------|--------------------|
| Makes. | Size. |
| Sizes. | Number holes. |
| Variety. | Reservoir. |
| Combination. | Water front. |
| Heaters. | Fire box. |
| Fuel-economy. | Grate. |
| Fuel. | Warming closet. |
| Wood burner. | Warming shelf. |
| Coal. | Baking. |
| Body trimmings. | Broiling. |
| Grate. | Fuel-saving. |
| Firepot. | Attraction. |
| Oven. | Durable. |
| Legs. | Ventilation. |
| Draft. | Circulation. |
| Ash pan. | Capacity. |
| Doors. | Easily controlled. |

Stoves, Ranges, etc.—Continued.

| | |
|--------------|----------------|
| Convenience. | Good baker. |
| Dustless. | Demonstration. |
| Steel. | |

Teas.

| | |
|------------|------------|
| Variety. | Mixtures. |
| Purity. | Blends. |
| Strength. | Iced tea. |
| Economy. | Healthy. |
| Freshness. | Delicious. |
| Green. | Packages. |
| Black. | Delivery. |
| Japan. | Premiums. |
| Ceylon. | |

Toilet Articles.

| | |
|-----------------|----------------------|
| Cleansing. | Soaps. |
| Hygienic. | Floating bath. |
| Antiseptic. | Imported. |
| Pure. | Domestic. |
| Finest quality. | Scented. |
| Warranted. | Olive oil. |
| Efficacious. | Castile. |
| Harmless. | Tar. |
| Refreshing. | Medicated. |
| Durable. | Tooth powder. |
| Hair brushes. | Tooth paste. |
| Bath brushes. | Face powder. |
| Face brushes. | Toilet preparations. |
| Nail brushes. | Manicure supplies. |
| Tooth brushes. | Hair tonic. |
| Flesh brushes. | Hair dyes. |
| Combs. | Deodorizers. |

Toilet Articles—Continued.

| | |
|-------------------------|----------------------|
| Fine tooth. | Sachets. |
| Coarse. | Powder books. |
| Comb cleaners. | Soap books. |
| Sponges. | Whisk brooms. |
| Wash cloths. | Soap holders. |
| Pumice stone. | Tooth brush holders. |
| Perfumes. | Sponge holders. |
| Complexion requisites. | Complexion masks. |
| Tooth brush protectors. | |

Toys.

| | |
|-----------------|------------------|
| Assortment. | Stand alone. |
| Display. | Sit down. |
| Entertaining. | Automatic toys. |
| Amusing. | Animals. |
| Instructive. | Automobiles. |
| Durable. | Fire engine. |
| Ingenious. | Ships. |
| Scientific. | Railroad trains. |
| Dolls. | Musical. |
| Wonderful. | Trunks. |
| Cunning. | Beds. |
| Imported. | Tea sets. |
| Dressed. | Paint boxes. |
| Eyes close. | Work boxes. |
| Real hair. | Games. |
| Jointed. | Puzzles. |
| Indestructible. | Toy pianos. |

Trading Stamps.

| | |
|----------------|------------------|
| Costs nothing. | Premium display. |
| Profitable. | Catalogs. |
| Economical. | Inspection. |
| Changeable. | Information. |

Trunks.

| | |
|-----------------|--------------|
| Solid. | Reinforced. |
| Strong. | Straps. |
| Reliable. | Hinges. |
| Sizes. | Locks. |
| Variety. | Catches. |
| Construction. | Handles. |
| Full riveted. | Bumpers. |
| Linings. | Bottoms. |
| Trays. | Trimmings. |
| Hat boxes. | Wardrobe. |
| Covering. | Steamer. |
| Canvas-covered. | For storage. |
| Stave-top. | |

Umbrellas.

| | |
|-----------------|-------------------|
| Dependable. | Plated. |
| Strong. | Mounted. |
| Durable. | Colors. |
| Materials. | Fast colors. |
| Silk. | To match costume. |
| Sizes. | For ladies. |
| Silk and linen. | For men. |
| Serge. | For children. |
| Cotton. | For gifts. |
| Frames. | For service. |
| Construction. | For carriage. |
| Steel ribs. | For lawn seat. |
| Steel rods. | Engraving. |
| Handles. | Repairs. |
| Natural wood. | Recovering. |
| Horn. | Prices. |

Upholstery.

| | |
|-----------------------|------------------|
| Skilful. | Varnishing. |
| Taste. | Covering. |
| Neatness. | Stuffing. |
| Prompt. | Tufting. |
| Reasonable. | Draping. |
| Ingenuity. | Fringe. |
| Resourceful. | Guimp. |
| Color schemes. | Mattress work. |
| Economy. | Pillow work. |
| Artistic combination. | Carpet laying. |
| Polishing. | Curtain hanging. |
| Retouching. | Summer cottages. |
| Remodeling. | Bungalows. |
| Renovating. | Camps. |

Vacuum Cleaners.

| | |
|-----------------|-----------------|
| Sanitary. | Electric power. |
| Styles. | Makes. |
| Suction. | Quality. |
| Easy operating. | Appearance. |
| Hand power. | Price. |

Vehicles.

| | |
|---------------|-------------------|
| Variety. | Striping. |
| Specialties. | Tops. |
| Quality. | Removable. |
| Construction. | Windproof. |
| Materials. | Special curtains. |
| Wood. | Summer vehicles. |
| Iron. | Victorias. |
| Steel. | Phaetons. |
| Leather. | Surreys. |

Vehicles—Continued.

| | |
|---------------|------------------|
| Cloth. | Station wagons. |
| Carpet. | Spiders. |
| Rubber. | Traps. |
| Paint. | Runabouts. |
| Varnish. | Buggies. |
| Style. | Coupes. |
| Shape. | Brakes. |
| Strong. | Landaus. |
| Durable. | Sulky. |
| Running gear. | Tee-cart. |
| Wheels. | Cut-under. |
| Hubs. | Restful. |
| Spokes. | Rich. |
| Tires. | Graceful. |
| Steel. | Business wagons. |
| Rubber. | Grocers. |
| Pneumatic. | Milkmen. |
| Body. | Laundrymen. |
| Edge-irons. | Carpenters. |
| Seat risers. | Bakers. |
| Sills. | Butchers. |
| Panels. | Florists. |
| Corners. | Special makes. |
| Trimming. | Made-to-order. |
| Upholstery. | Reliability. |
| Finish. | Terms. |
| Paint. | Guaranty. |

Veilings.

| | |
|-----------|---------------|
| Stylish. | For seashore. |
| Becoming. | Mountains. |
| Soft. | Street. |

Veilings—Continued.

| | |
|--------------|-----------------|
| Sheer. | Driving. |
| Cool. | Automobiling. |
| Dainty. | Yachting. |
| Styles. | Rowing. |
| Shades. | Golfing. |
| Width. | Picnicing. |
| Mesh. | Mourning. |
| Length. | Dotted. |
| Weight. | Chenille. |
| Borders. | Crepe de chine. |
| Hemstitched. | Real lace. |
| Overshot. | Crape. |
| Crochet. | Nun's veiling. |
| Texture. | |

Vulcanizing.

| | |
|-------------------|-------------|
| Auto tires. | Promptness. |
| Motorcycle tires. | Quality. |
| Bicycle tires. | Material. |
| Shoes. | Price. |
| Inner tubes. | |

Wall Paper.

| | |
|----------------------|----------------|
| Beautiful. | Nursery. |
| Style. | Sleeping-room. |
| Hygienic. | Kitchen. |
| Effects. | Bathroom. |
| Exclusive design. | Friezes. |
| Unusual. | Dados. |
| New stock. | Borders. |
| Attractive patterns. | Leathers. |
| Harmony. | Burlap. |

Wall Paper—Continued.

| | |
|-----------------|-----------------|
| Tapestry. | Embossed. |
| Stripes. | Hand-made. |
| Broken stripes. | Waterproof. |
| Crown effects. | Washable. |
| Paneling. | Varnished. |
| Color schemes. | Estimates. |
| For den. | Samples. |
| Library. | Contracts. |
| Dining-room. | Hanging. |
| Living-room. | Expert hangers. |
| Parlor. | Mail orders. |
| Hall. | |

Whiskey.

| | |
|----------------|--------------------|
| Kind. | Bourbon. |
| Distillery. | Irish. |
| Purity. | Mellowness. |
| Blend. | Age. |
| Unadulterated. | Medicinal barrels. |
| Bottling. | Delivery. |
| Quality. | Shipment. |
| Scotch rye. | |

Wines.

| | |
|-------------|------------|
| Variety. | Madeira. |
| Kinds. | Table use. |
| Quality. | Bottling. |
| Claret. | Domestic. |
| Sherries. | Imported. |
| Burgundies. | Stock. |
| Champagnes. | Delivery. |
| Port. | Packing. |

Women's Clothing.

| | |
|--------------------|-------------------|
| Imported. | Bath gowns. |
| Domestic. | Evening wraps. |
| Oriental. | Long coats. |
| Hand-made. | Tourist. |
| Machine-made. | Golf capes. |
| Custom-made. | Raincoats. |
| Modish. | Automobile coats. |
| Ready-to-wear. | Dressing sacks. |
| Ready-to-don. | Night gowns. |
| Luxurious. | Combinations. |
| Lavish. | Corset covers. |
| Economical. | Silk tights. |
| Artistic. | Drawers. |
| Original. | Chemises. |
| Dainty. | Hose supporters. |
| Charming. | Brassieres. |
| Chic. | Petticoats. |
| Rich combinations. | Underskirts. |
| Harmonious shades. | Drop skirts. |
| Sheer fabrics. | Bloomers. |
| Well-tailored. | Undervests. |
| Well-cut. | Handkerchiefs. |
| Perfect fitting. | Neckwear. |
| Perfect hanging. | Scarfs. |
| Materials. | Four-in-hands. |
| Mixtures. | Jabots. |
| Textures. | Stoles. |
| Weaves. | Collars. |
| Costumes. | Cuffs. |
| Street. | Yokes. |
| House. | Ruffles. |
| Carriage. | Ruching. |

Women's Clothing—Continued.

| | |
|------------------|----------------|
| Walking suits. | Flouncing. |
| Reception. | Belts. |
| Mourning. | Aprons. |
| Neglignee. | Health waists. |
| Peignoir. | Girdles. |
| Lingerie. | Combs. |
| Embroidered. | Hair rolls. |
| Lingerie waists. | Ornaments. |
| Silk flannel. | Fans. |
| Chiffon. | Parasols. |
| Lace. | Umbrellas. |
| Kimonas. | Veiling. |

965

Selling Phrases

These headlines, catch-words and selling phrases will put ginger and snap in your advertising copy.

965

Selling Phrases

- A bargain harvest.
- A bevy of bargains.
- A bulletin of stove doings.
- A busy whirl of bargains.
- A big barricade of bargains.
- A bargain collection.
- A blending of elegance and economy.
- A big value for little money.
- A bonanza.
- A bargain hunter's paradise.
- A big generous offer.
- A beautiful assortment.
- A bargain breeze.
- A big bargain for little money.
- A cut that means selling.
- A cleanout of dress goods.
- A cool and comfortable suit of clothes for these hot days.
- A conventicle of convention bargains.
- A cut in cutlery.
- A clean sweep at the trimming counter.
- A charming assembly of feminine fashions.
- A clean sweep on every floor.
- A daily exposition.
- A day's scatteration of collar buttons.
- A dollar or two will do.
- A dozen seed thoughts.
- A daring cut in prices all along the line.

A dollar saver.

A dollar saved on these is two dollars made.

A full line of California dried fruits.

A fair exchange—our goods for your money.

A few elegant pure linen suits.

A few Saturday hot shots.

A feast for bargain seekers.

A focus of timely merchandise advantages.

A few pointers bargainward.

A feast of bargains.

A full line for your selection.

A few specials.

A full stock makes this store attractive.

A few sample shoes.

A golden rule for triumph.

A great rattling among the china.

A great sale of notions at special prices.

A golden opportunity.

A grand hosiery bargain.

A glorious bargain for the glorious Fourth.

A great money's worth.

A good big department full of sturdy values.

A good big liberal offer.

A good bargain.

A grand surprise.

A great big value for a little money.

A great tie bargain.

A hit with the young men.

A host of mighty values.

A hurry-up clearance.

A host of incomparable values.

A hit at high prices.

A lot of good things.

- A list of underpriced bargains.
- A last chance at a good thing.
- A limited number, but an unlimited value.
- A large assortment at a price to fit the pocket-book.
- A list of good gift suggestions in furniture.
- A little money buys a lot of foot comfort here.
- A lot of things that will add greatly to your comfort.
- A money-saving opportunity.
- A marvelous value in shirtwaists.
- A multitude of unmatchable bargains.
- A magnificent display of women's choice summer wear.
- A Monday marshalling of forceful facts.
- A magnificent lot of magnificent suits.
- A noteworthy clearance in wall papers.
- A price magnet in men's clothing.
- A price upheaval in women's suits.
- A price surprise among the purses.
- A price that gives you a prize.
- A price that means selling.
- A room-making sale.
- A rare suit bargain.
- A rare piano opportunity.
- A real genuine bargain.
- A rare chance to get a high-grade piano cheap.
- A satisfactory article.
- A shoe of quality.
- A sale makes a friend.
- A sale that's a sacrifice.
- A startling clearance sale.
- A square deal for the round dollar.

A shoe supremacy most pronounced.

A sale that will prove an irresistible trade magnet.

A stray straw just to show how the bargain winds
are blowing in the store.

A slaughter of the innocents.

A suit to suit.

A sensational watch offer.

A sixty-minute ring reduction.

A stiff bargain breeze will blow these hats out of
our store in no time.

A trial order will make you a regular customer.

A wealth of warmth in blankets.

A value that wears.

A veritable feast of bargains.

A veritable harvest of bargains.

All our goods are choice.

All yours at your prices.

All at profitless prices.

All former low price marks have gone to smash.

Always the most for your money.

After these are gone, no more ; it's just changing
money.

Always in the lead.

Always head and shoulders above all others.

Always sellers and satisfiers.

Always ahead of the rest.

Always at your service.

Always the best possible.

An appeal to your good taste.

An article worth having.

An ideal gift for mother, father, sister or brother.

An opportunity you cannot afford to miss.

-
- An assemblage of amazing after-inventory economizing opportunities.
- An aggregation of values.
- An epidemic of enthusiasm.
- An opportune sale.
- An early morning rally in the boot section.
- An opportunity worth grasping.
- An extensive representation of exclusive styles specially priced.
- An invitation to inventors.
- Another great iron bed bargain.
- Another big day in wash laces.
- Another aggregation of choice bargains.
- Another banner bargain budget.
- Another big budget.
- Antique finish, but modern prices.
- As it comes to us, so it goes to you—at a bargain.
- At bargain prices—always.
- A way to decrease the high cost of living.
- Always in the lead.
- Away ahead of all others.
- Always at your service.
- At less than they cost us.
- At these prices they'll go quickly.
- At less than half original price.
- At absolutely unprecedented prices.
- At lowest prices consistent with good quality.
- Ask for what you don't see.
- Ask "how good"—not "how cheap."
- Ask us to show you about—it's a pleasure to be of service to you.
- Active work promotes hearty appetite.
- Artistic draperies.

Artistic arrays.

Astonishing buying chances.

Attractively priced rummaged lots.

Arouse yourself to these bargains.

Actual demand tells.

Astonishing bargains in every section.

Autumn merchandise delights.

Absolutely without equal anywhere.

Baby wear offerings—absolutely without equal anywhere.

Beautiful inexpensive wall paper.

Both quality and price appear here for your patronage.

Broken prices on tempting goods during this sale.

Buying here means much to the family exchequer.

Bought for quick selling and priced to insure that result.

Be warned by yesterday's experience—profit by today's opportunity.

Bed pillows at price savings.

Brilliant early spring showing of the most favored silks.

Broom busy among initial pins and brooches.

Buying is a pleasure—if it's at —————.

Buy now—pay later.

Buy them for their beauty.

Buy before the price goes higher—save money by buying now.

Beautiful collection hemstitched linen table sets.

Business trousers, tip-top for business wear.

Bring your pocketbook to take home the money you will save on these goods.

Better than ever.

Bargains that defy all competition.
Bargain gems.
Business boomers.
Bargains galore.
Bargains that require no talk to recommend them.
Bargains with a great big B.
Bargains scattered broadcast.
Big bargains—little prices.
Better store keeping brings better results.
Banner bargain sale.
Bargain snaps in the juvenile section.
Bargain interests center here, shoppers well know.
Boy's oxfords at lower prices.
Big savings for prompt buyers.
Beautiful assortment of neckwear.
Beautiful—and different.
Because they fit well, they wear well.
Best butter on the market.
Best offer ever made.
Big values at little prices.
Better than ever before.
Better to buy now.
Big bargains in bristle goods.
Buy here and save money.
Buying here is so easy.
Buy today and come again.
Buy here and you get satisfaction.
Better buy that suit today.
Cozy items.
Customers receive the same treatment from our
 hands that we demand of the makers.
Counter-crowding values.

Cold weather needfuls priced on an economy basis.

Crowd accumulators.

Comforting news for these warm days.

Come early for these—they won't last long at these prices.

Come and see these exquisite white goods.

Children's dresses in handsome style variety.

Continuing tomorrow, the greatest coat sale of the year.

Clothing prices cut deep.

Come to us when you want a heaping money's worth.

Chance to buy a beautiful, luxurious fur coat.

Clipped prices and the highest grades for you.

Clip this out and make a money-saving means.

Cheapness in prices only—excellence in qualities.

Can you resist these?

Chic and cheap.

Choose wisely by choosing here.

Come in and ask.

Come in and look around, that is what the store is for.

Come in anyway.

Cool things for hot days.

Correct shapes and colors.

Correct things for just now.

Costs a dollar and worth it.

Costs you nothing to come in.

Did you ever hear of such big values at such little prices?

Distinction in dress.

Dress goods and silks slaughtered.

Delightful glove bargains Tuesday.
Decorate your home this spring.
Decorate your home at low cost.
Do your walls need repapering?
Dependable qualities.
Dollars in the drug department.
Dandy shoes for little girls.
Dollars do much here.
Don't miss this.
Don't miss getting your share.
Don't pass us by; give us a try.
Don't wait too long.
Do it right now.
Don't delay.
Don't wait until the best are gone.
Enticing values.
Every item a great money-saver.
Every item an argument.
Echoes from the February sale.
Every item cut to the quick.
Extraordinary little askings.
Every item a bargain.
Every pocketbook will welcome this news.
Extra special bargains in trimmed hats.
Extra values throughout the house during this
sale.
Embroidered shirtwaists at great bargains.
Extraordinary values in coats.
Economies in the clothing corners.
Enormous savings.
Every taste and every purse finds satisfaction
here.
Exceptional values indeed.

Even exchange—our goods for your money.

Everybody's doing it.

Eager buyers.

Every article well worth the money.

Easy shoes for uneasy feet.

Economical because it's double strength.

Elegant designs in carpets.

Every article here a bargain.

Every article is the highest possible quality at the
lowest possible price.

Every day here is bargain day.

Every dependable and desirable kind of mer-
chandise.

Every line perfect—every style right.

Everything that's new.

Exclusive and meritorious.

Extraordinary values.

Extra quality, leather lined.

Eye satisfaction—foot comfort.

Fresh ammunition from the many sales at our
store.

Fascinations for fertile Fridays.

Friday feminine financiers can save on these
items.

Final skirt reductions.

Fashion leaders for women's wearables.

Fruitful, fleeting Friday, only bargains.

Fresh lines of wanted merchandise strongly fea-
tured.

Friday bargains for thrifty housewives.

Final clean sweep of millinery.

Fancy goods to be almost given away.

Friday's furniture favors.
Fall finery.
Fall goods now ready for your inspection.
Full value—always.
First come—first choice.
Families' feet fitted.
Fancy goods at plain prices.
Fit for any foot.
Fit well, feel well, wear well.
For fancy hosiery there's only one place to come
—here, of course.
For the busy man an accurate watch is a necessity,
not a luxury.
Fragrant as the flowers.
Fresh today.
Genuine goods—not substitutes or imitations.
Good ribbon news.
Great waist carnival.
Grand values in millinery.
Gloves at give-away prices.
Great values these.
Greater reductions than ever before offered.
Goodness is an adjective that well qualifies this
article.
Good goods—lowest prices.
Good comforters down in price.
Great money-saving grocery values.
Good wearing shoes.
Good looking shoes.
Get your share of these extraordinary offerings.
Get our price before you buy.
Genuinely gratifying.
Good cheer goes with these.

Gifts that will carry joy and contentment to the
hearts of their happy recipients.

Gems of the season.

Give us a chance to please you.

Glad to show you around.

Glad to have you come in and look around.

Good clean through.

Good things for cooler days.

Good values—best styles—popular prices.

Get yours now.

Get these now.

Huge values.

Happy chance for frugal folks.

Here's a chapter of true economy.

Hot weather necessities.

Here you find what you want when you want it.

Here's a wonderful value.

Head and shoulders above anything else.

Hosiery inducements.

House cleaning? Here's what you need.

Here are helps for housecleaning and moving.

Harvest for frugal, economical housewives.

Hundreds of splendid money-saving opportunities.

Have you secured yours?

Have you?

Hardware that will withstand the hardest wear.

Haven't you a place for this?

Helps to economy.

Here are things we know you will like.

Here's a new idea.

Here's looking at you.

Here's a quality you'll be proud of.
Here's how we save you money.
Here's your opportunity.
Hints for happiness.
Hot weather comfort.
Hot weather suggestions.
How much can you use?
Have you tried these?
High-grade seasonable merchandise.
Helpmeets for home makers.
Here's a rousing season opener.
Household cottons priced low.
Handsome summer garments at prices that mean
 good savings.
Hats, foreign models Americanized.
Here the quality question is settled.
I sell them—you wear them.
In the cloak department points of merit.
In the cellar—that's the place for my coal.
Incomparable prices.
Interesting values from our always busy staple
 department.
It is better to have insurance and not need it
 than to not have it and need it.
It's a feat to fit feet.
If it's here it's worth the money.
If it's here it's worthy—if it's worthy it's here.
If it's worth having we have it.
If you come once we keep you.
If you want to save try these.
It will please you.
If it's good we have it.
Inspection invited—comparison challenged.

Isn't it time to give thought to your winter shoes.

Isn't your favorite here?

It pays us if it pays you.

It pleases us to say we are here to please.

It takes nerve to sell at these prices.

In bedroom suits we excel all others.

Important reduction sale of beautiful millinery.

Interesting news prices from the basement.

In pursuance of our policy.

If the best is good enough for you—then we can satisfy you.

If you eat well you will feel well and act well.

If they weren't worth the money they wouldn't be here.

If the holiday elephant stepped on your purse, you will appreciate the saving here.

If you get it here, it's the best money can buy.

If it comes from us, it's right.

If you bought it here, it's right up-to-date.

If they are Rich's shoes, they're proper.

If you want the best, get it at Jacob's.

If you get it here, it's the best.

If it comes from here, it will wear.

If we show it, it's right.

If it comes from here, it will be right always.

If you get it at Smith's, you get it good.

It will pay you just to come to see.

It is a freeze-out now—prices drop to zero.

It is worth your while to save half in shoe buying.

It is practical economy to buy of us.

It pays to trade at Day's.

It is our ability to purchase that makes good purchasing here.

It's time you saved.

It's up to you.

It's to your interest.

It's time you took them.

Just right.

Jump at these.

Jaunty picturesque creations.

Just what you need.

Just what you want.

Just look at these.

June-beating specials.

Just for you.

Just a few of the many.

Just right.

Just a few examples of modern merchandising.

Just your style.

Just fits your pocketbook.

Just a word.

Just prices.

Just to stir 'em up a little.

Kant't be beat.

Knives that cut at cut prices.

Kumin.

Kumfort.

Knives cut in price.

Keep your feet young—our shoes will rejuvenate them.

Keep cool these hot days.

Kids kleaned quick.

Liberal dealing with us lessens doctor's bills.

Look at these for style.

Lucky bargains for wise shoppers.

Look at them anyway.

Liberal dealings have made us popular.

Light, cool, airy, ready-to-wear garments at attractive prices.

Low-priced shirts for big men.

Lace curtains far below usual cost.

Latest styles just received.

Least price—best goods.

Look at them anyway.

Look everywhere—these are the best anywhere.

Less expensive carpet and rug section.

Light weight, pretty and inexpensive comfortables.

Lookers become buyers.

Look at these pretty waists and then at the prices.

Money talks.

Make it prove its worth.

Make your dollar do its duty.

Mighty little profit in these for us.

Mighty good values.

Merchandise magnets.

Make every cent count.

Made for wear and beauty.

Most invalids should eat before going to bed.

Modern methods distinguish these suits from the rest.

Most gigantic, most stupendous, most remarkable clearance sale it was ever your luck to attend.

Miles of wash goods.

Miles of carpets.

Miles of ties that tantalize.
Malaga grapes are fine now.
Most correct models in skirts.
Money back if the goods don't suit.
Money refunded if goods are not satisfactory.
Matchless cut prices in clothing.
Matchless values in parlor suits.
More shoe comfort and goodness than you ever
dreamed possible for the price.
Mountains of bargains.
More Monday messages.
More stalwart evidence of the dollar's buying
power.
Many bargains to be plucked.
More odd lines in wall paper.
Marvelous underwear bargains.
Magnificent array of special silk bargains.
Monday specials of great interest to those not
adverse to splendid saving.
Money-saving values.
Meats of best quality.
Mothers' attention.
Meritorious articles priced at modern figures.
Memoranda can be made from this list with ad-
vantage.
Marked down all over.
Made on honor—sold on merit.
Made to sell at a dollar—fifty cents here.
Make yourself at home here.
Money talks.
Meant to save and sure to please.
Mercury up—prices down.
Money back if you say so.

Money back for faulty fit or broken promises.
Mouthfuls of deliciousness.
Marked-down offerings have amazed this city's
shrewdest shoppers.
Most brilliantly beautiful display of the world's
best weavings.
Most sensational prices that give you adequate
reason to purchase now.
Never such a focus of opportunities.
Not on display but on sale.
Neat in style, elegant in workmanship.
Newest wrinkles.
New ideas at new prices.
No headaches in these hats.
No long waits here.
None better—how could there be?
No shoddy in heel, sole, leather or lining.
November sales rich in money-saving opportu-
nities.
Nothing but the best.
Not to know our store is a misfortune.
Now's the time to make by spending.
Notice our many specials.
Never such values in furniture.
Note these exceptional values.
Notions and drug sundries.
Noteworthy bargain offerings.
Not cheap clothing, but good clothing cheap.
New raiment for your walls.
New Spring goods.
Nothing pleases us more than pleasing you.
Never before such fine furs at such low prices.
Next thing to a gift.

No use going elsewhere.
No one should seek farther.
Not a bad one among the lot.
Not bargain clothes—bargain prices.
Note the quality.
Noteworthy novelties.
Nothing nicer, nothing newer.
Next to nothing prices.
Not the “everywhere” kind.
Now is the best time to buy.
Now you get the pick—later you get the remnants.
Newest thing in dress goods.
New nuts—no old ones in ours.
Now is a good time for a little quiet looking around.
Needed notions.
Never such good goods at such low prices.
Not hard to buy.
Never sold for less.
Not a bad one here.
None know its equal—it has none.
Nothing more comfortable.
Newest of new styles.
Nothing but the best because we won’t buy or sell anything else.
Our message points the way to economy and satisfaction.
Our stock bristles with variety.
Our greatest values.
Our goods are always the best.
Our right to your patronage.
Our idea of trade expansion.

Our promptness is our pride.
Our word is behind the quality.
Our counters are crowded—these prices will dis-
perse the crowd.
Our facilities unexcelled.
Our best recommendation.
Our best customers like these.
Our best is the best.
Our prices talk all languages.
Out of the best we choose these.
Out of the ordinary offerings.
Our faithful and untiring service is at the com-
mand of every customer.
Our low prices grow smiles that won't come off.
One price to all.
Our low prices are loud talkers.
Our stock is complete.
Our prices cannot be beat.
Our best efforts are for you.
Our methods keep our prices low.
Our rings are so delightfully tempting you can
hardly keep your fingers out of them.
Our business success is due to quality, service
and price.
On top of the heap.
Oxfords at money-saving prices.
Odd pieces at odder prices.
Only one thing is cheapened—the price.
Others have the same goods, but at higher prices.
Odd pickings from the countless bargains.
Opportunities for economy never so plentiful or
pronounced.
On with the dance—we lead.

One for you, and you'll like it.
One pair makes you a friend.
Our aim is to give satisfaction.
Others like them, so will you.
Others may be cheaper—none can be better.
Other superior Summer values.
Price shocks that tumble them out.
Perfect goods for fair cost.
Potatoes are low—buy now.
Paints at wholesale prices.
Parents—shoe 'em and let 'em run.
Prices averaging half usual cost.
Purse pleasers.
Purchased to please.
Poor coal—bad temper. Our customers are al-
ways good natured.
Popular price prettiness.
Plumpest values.
Peerless offerings.
Pacemakers in style.
Patterns that please.
Perfect in all points.
Perfect in style, comfort and fit.
Plenty of style, service and fit.
Prices are at lowest ebb.
Prices go to pieces, but quality remains firm.
Prices that help you.
Prices that make it an object.
Profits pared from all prices.
Pure, sure, sells, satisfies.
Patronizing us is like making love to a widow—
you can't overdo it.
Prices marked in plain figures.

Please give the delivery department a chance—
this is hot weather to hurry horses.

Prices in wool take a tumble.

Phenomenal suit offerings.

Profits shaved to the quick.

Prices talk here.

Pretty undermuslins at special prices.

Prices are down, way down, on these dress goods.

Profitable because the bargains offered are
greater than ever before.

Phenomenal value-giving.

Prices the lowest, qualities beyond question.

Price magnets.

Perfect goods—greatly reduced prices.

Price attractions among the fancy goods.

Paragraphs that are meaty with the best kind of
trade arguments.

Price the lowest—quality the highest.

Price savings on rich brilliant pieces.

Profits melted away.

Prices more than cut in half.

Prices that speak wonderful savings to every
economical shopper.

Quaint and cute.

Quality the highest—prices the lowest.

Quick or they'll be gone.

Quality—that's us.

Quantities are reduced, but values are as great as
ever.

Quality benefits.

Quick—to close them out.

Quality costs us more, but it holds our trade.

Qualities that rank above price.

- Quick alterations, if desirable.
Quality first—price afterwards.
Rare bargains.
Regular “old shoe” fits.
Resistless reasons.
Rainbow of low prices.
Ransacking prices.
Ridiculous values.
Ridiculous low prices.
Remnants and left-overs go without reference to price.
Ribbon splurge.
Rare, because of style—exceptional, because of price.
Rare values if you want them.
Read the price tags.
Ready-made, but custom goodness.
Reliability our success.
Rare values in skirts and coats.
Ribbons will take wings to themselves today.
Refrigerators for cold cash.
Reductions that are truly remarkable for extremeness.
Remarkable values.
Reliable kitchen timekeepers.
Remarkable reductions in lustre waists.
Remarkable reductions on seasonable garments.
Remarkable values lend interest to the new hosiery.
Shoes gain your confidence by their wearing qualities and your admiration by their refined style.

Special attractive prices prevail throughout this exhibit.

Styles of surpassing excellence in women's and misses' apparel.

Sweeping out winter caps at next-to-nothing prices.

Some of the special sales now in progress that offer great savings.

Such a rattling among the plates.

Surprisingly beautiful display temptingly priced.

Strongest house garment values in the Western Hemisphere.

Special underpricings in the saving domestic department.

Slow wear-outers, but quick to put on. Men appreciate this kind of footwear. It's the kind they call for again and again.

Simple rules in selling.

Saves you many pennies.

Same snap and style as high-priced clothes.

School shoes—high school in quality, down to kindergarten in prices.

See if it isn't here.

See the variety.

Sensible summer suitings superbly tailored.

Serviceable and seasonable.

Shapes that satisfy.

Simply a perfect shoe.

Size them up.

Sleetproof—snowproof—rainproof coats.

Some garments are guesses—these are results.

Some new propositions for you this week.

Spring goods "blossom" this week.

Strong shoes for sturdy boys.
Surprise you?
Stop—look at our bargains.
Small profits and quick sales our motto.
Styles which please correct dressers.
Seasonable neckwear.
Seasonable suggestions.
Summery and serviceable.
Sharp reductions on boys' high-grade suits.
Selling good shoes for little.
Stylish, new wearing apparel.
Summer furniture attractively priced.
Stock-taking shows these goods must go.
Some interesting reductions in sporting goods.
Selected to suit you.
Slim prices—stout values.
Sweeping price cuts are now the rule.
Sweeping reductions.
Splendid summer specials.
Shoe savings of unusual interest.
Summer shirtwaists to race away.
Small oriental rugs at little prices.
Special values that will realize your highest expectations.
Surprising values.
Savings for you in gloves and hosiery.
Strong enough to attract a liberal eight o'clock response to this announcement—pay you to be here.
Superlative values in staples.
Strong price magnets in the millinery.
Saturday a great day in the clothing corner.

Such wonderful bargains have never before been offered elsewhere.

Spring cleaning suggests wall paper.

Saving opportunities extraordinary.

Sizzling hot bargains.

Sale interest is at fever heat here.

Some rattling good remnant values.

Something doing at our store today.

Sellers of good clothes.

Some of the top notchers.

Sunbeam chances which you really can't allow to pass unheeded.

Sweeping mark-downs.

Special Saturday snaps.

Some hot bargains.

Stylish nobby Summer clothing popularly priced.

Sundry news-notes that you will doubtless find interesting, for a busy day's selling.

Spring's finest coats reduced.

Savings on household necessities.

The red hot bargain coals will be grabbed from the seething mass with gold and silver tongs.

The housefurnishing sale you've waited for.

The finest bargain of the season in white waists.

The garment department should be visited this week.

The best and handsomest styles we have ever offered.

The big half-price sale of women's tailored suits swings merrily on.

The most popular carpet store where low prices and good quality reign supreme.

The cream of trade at buttermilk prices.

- The longer you wear them the more you'll like them.
- The best possible article—the lowest possible price.
- The best chance of the year to save money on footwear.
- The bargain sparks fly thick and fast.
- The selling of midsummer merchandise is quickening the already rapid strides of this busy store.
- The mightiest sale of a decade.
- The store will be bristling with bargains.
- The power of your money never commanded so much as here.
- The best known, best grown and best roasted coffee.
- The path of satisfaction leads to our doors.
- The wise man not only knows a bargain, but he gets it here.
- The most and best for your money.
- The climax-capping of modern-day buying is depicted in this sale.
- The best of economy to anticipate your clothing needs.
- The most unique and fascinating display and price demonstration in the history of white goods retailing in this city.
- The interest grows greater and bargains more astonishing.
- Take care of the pennies, so that the dollars may take care of you.
- There's a steady roll of bargains here.
- Thirty flashes at this bargain center.

Trade inspiring chances.

Topsy-turvy prices.

There can only be one best store.

This store's policy is to satisfy.

Things rarely called for we buy to complete our stock.

Take it for granted—we have what you want as you want it.

Travelers' helps.

Tempting values.

Trade winning values.

Toilet articles in uproar.

These prices actually shout their economy.

These underselling values should tempt you to buy your apparel here.

Tremendous reduction on a mammoth assortment.

This sale of undermuslins brings economy to thousands.

Tempting dollar values in the shoe section.

Two money savers.

Thursday's money-saving opportunities.

Thrilling reductions in hosiery and underwear.

There is no true saving where quality is not considered.

Try one for satisfaction.

Take them or leave them.

This will relieve the financial strain.

Two minutes time will serve to show you.

There's much satisfaction in having the best you can get.

Try them for all reasons.

Talk of beauty—how's this?

To feel right, eat well and dress light.
Table raisins, soft and silky.
Teas that please the most particular.
Ties that hypnotize.
Tempting bargains for housekeepers.
There's warmth and style in every piece.
Trading here will help to make you wealthy.
Take it and test it.
Tempting and tender.
They'll outwear the buyer.
These prices unite luxury and economy.
This clothing sale brings the crowds.
These offerings eclipse anything ever given.
This price appeals to the most economical buyers.
Tempting prices on ladies' garments.
Tidings of more than pleasing interest are here told.
Terse, truthful tales are the succeeding paragraphs.
They are all right.
The aim of this store is to give entire satisfaction—and we do.
Tailored correctly and fit perfectly.
Take it and leave a dime.
Take one with you.
Take your pick while the picking is good.
The last of the lot.
The latest creation.
There is more in these suits than material and stitches.
These show their worth.
The standard of perfection.
The tip-top of style for half a dollar.

They'll come handy.
Things worth owning.
Things you want.
Things you really need.
Thin things for torrid times.
This is what you want.
This winsome ware reflects refined taste.
This year's novelties.
Ties which please correct dressers.
Truly remarkable values.
Take care of the pennies that the dollars may
 take care of you.
Take a look.
They have created a furor at the price.
Unexcelled opportunities for saving.
Unmatchable bargains.
Undoubtedly the house to trade at.
Unusual values.
Unmatchable apparel values for everybody.
Unexcelled clothing for men.
Useless to try to duplicate this quality elsewhere.
Up to you.
Up to the standard—down to your price.
Values that are values.
Unusually low prices.
Unusual opportunities.
Umbrella bargains.
Unquestionably the clothing event of the season.
Undisputed champions of service and real hard
 wear.
Values unsurpassed.
Values that never fail.
Variety and quality.

- Very best on the market.
Visions of summer loveliness.
Very attractive values in men's wear.
Vigorous price cutting.
Very best—always.
Values that are revelations.
Very latest styles.
Visit us at your earliest convenience—it's to your advantage.
Very tempting dress goods values.
Values unsurpassed in pretty wash goods.
We know no bad goods.
We know they'll satisfy.
We want come-again customers.
We paid more than this for them.
We are working for your good will.
We get the first of all the good things.
We bought them all—we'll sell them all.
We have them now—others will have them later, maybe.
We cut it to a low figure.
We guarantee the quality.
We do not try to cover up defects.
We want your trade, we'll treat you right.
We are popular purveyors.
We sing our holiday song to the tune of "Choice Gifts at Moderate Prices."
We welcome visitors—they become customers.
We increase your purchasing powers by our low prices.
We appreciate your liberal patronage—bring your friends.

We please our patrons by giving them their money's worth.

We aim to make you happy by making your feet glad.

We expect to be busy as bees in the staple section tomorrow.

We are ready for fall. Are you?

We are always at your service.

We're ready to serve you.

We're waiting to wait on you.

We bought these for you.

We do this for you.

We excell as well as undersell.

We fit the hard to fit.

We have all the novelties without the fancy prices.

We've pleased many—come in.

Well worth your while.

Why not save money on these now—you'll need them later.

What the law forgot. The law says "pure drugs"—we say "pure drugs of the highest quality."

Whatever you want in the sporting goods line you'll find here.

We want your approval.

We want you to take a look.

Where can you do better?

Why not try now?

Worth counts here.

We are leaders—others follow.

We give a continuous performance of good value.

We do not try to sell you something else.

We clothe the feet complete.
We work to eliminate faults.
We lose money on many sales to make our selling satisfactory.
We sell the goods, but not the buyers of them.
We are glad to be told.
We do always as we advertise.
We always have what we advertise.
We do what we advertise.
We sweep out all stocks with the big broom of small prices.
We serve you best.
Where your money buys most.
What we advertise we sell—what we sell advertises us.
Watching for what is new and good is a part of our business.
When we say so it means something.
Watch, wait, wonder.
Why not make this offer spell opportunity for you.
Warm weather bargains.
Women's tasteful, refined summer garments of surpassing merit.
Women's underwear at remarkable reductions.
Wall paper aids. Spring cleaning.
Women's sample footwear at "step lively prices."
Women's gloves marked to clear.
Wholesale slaughter of reliable merchandise.
Wet weather—wearing apparel slashed in price.
Where can you equal these at this price?
Worth the price—always.
Wear for many seasons.

What's the use waiting.

When you trade here you get what you believe
you are getting.

Where your dollar does its duty.

We've here to stay and we want you to come
often.

We've got what you want.

We'll soon have them sold.

Who'll get the benefit?

Want to save? We'll help you.

Ward off wintery winds.

Women's suits at clearance prices.

Whatever we ought to have is here.

Washable house dresses for little money.

Worth wins.

Wearable colors.

Well worth while.

Washable suits for little fellows.

Walk—rest easy.

Where quality meets price more than half way.

You never made a half dollar easier—\$3.50 shoes
for \$3.00.

You're bound to be pleased.

You can buy your vegetables here.

You need not hesitate, the risk is ours.

You can't travel regardless of your feet—to at-
tempt it would be a feat doomed to defeat.

You will thank us for this bargain every time
you wear them.

You need not buy because you look.

You'll never find better value for your money.

You'll never get a better bargain.

You ought to like these.

Your chance to get the best.

Your Fall suit is here.

Yours for a half.

Yours if you want it.

You'll be well dressed if we furnish the clothes.

You will remember the good quality long after
the price is forgotten.

You can't beat these at anywhere near the price.

350

Sale Names

**Which can be used in all lines of
business.**

350

Sale Names

- A stupendous five-day sale.
- A clearing sale that will clear.
- A sale of little things.
- A sincere sale.
- A sale extraordinary.
- A dollar dress goods sale.
- A howling sale of hats and caps.
- A bargain aisle sale.
- A thrilling silk sale.
- A mammoth silk sale.
- A twenty thousand dollar sale.
- A very special sale.
- A hosiery sale.
- A great Friday dress goods sale.
- A sweeping sale.
- A clean sweep sale.
- A slaughter sale.
- A sale of high-grade leather-covered furniture.
- A great sale of small things.
- A great watch sale.
- A forced sale.
- A picture sale for picture lovers.
- A gigantic sale.
- A stupendous silk sale.
- A gigantic silk sale.
- A Christmas sale of suits.
- A very important fur sale.
- A grand fall carpet sale.

- A one-day drapery sale.
- A plunder sale.
- A trade sale.
- A forced millinery sale.
- A sale to raise money.
- A profitless price sale.
- A record-breaking silk sale.
- A big "short lot" sale.
- A forced sale.
- A linen clearance sale.
- A necessity sale.
- A drastic clearance of all the oddments of the
past year's selling.
- A \$20,000 sacrifice sale.
- A very special sale.
- A great Friday dress goods sale.
- A stupendous silk sale.
- A stupendous five-day sale.
- A three-cent sale.
- A "hurry up" sale.
- A stupendous reduction sale.
- A disappointment sale.
- A clearance sale.
- A great big profitless sale.
- Another silk petticoat sale.
- Annual Thanksgiving china sale.
- Annual December sale of muslin underwear.
- Attention sale.
- Annual September lace curtain sale.
- Annual public benefit sale.
- All-over-the-house special sale.
- Annual linen sale.
- Another mid-month grocery sale.

Annual November sale of linens.
Annual low-price sale.
Annual markdown sale.
Annual January hosiery sale.
Annual February furniture sale.
Another rousing time limit sale.
Alteration sale.
An extraordinary necessity sale.
Annual cellar to roof clearance sale.
Benefit sale.
Birthday sale.
Bargain sale.
Big receiver's sale.
Boy's suit sale.
Big blanket sale.
Blue pencil price sale.
Big cash clearance sale.
Big sacrifice sale.
Black dress goods sale.
Between-season's sale.
Big slaughter sale.
Big value—little price sale.
Black suit sale.
Challenge sale.
Clearance sale.
Clearance sale of —————.
Closing out sale.
Clean-up sale.
Consolidation sale.
Corn celebration and harvest sale.
Carnival sale.
Cut glass sale.
Christmas jubilee sale.

Clean-up sale.

Closing-out sale of the furniture section.

Clearance sale of boy's and youth's winter wearables.

Carpet clearing sale.

Cash clearance sale.

Cotton carnival sale.

Drastic clearance sale.

Daring sale.

Drapery sale.

Dump sale of good shoes.

Department manager's sale.

Drop curtain sale.

Domestic rug sale.

Dissolution sale.

Drastic clearance of shoes at cut prices.

Defiance sale.

Extraordinary sale.

Extraordinary sale of gloves under regular prices.

Enormous silk purchase sale.

Economy sale.

Emptying-in and emptying-out sale.

Everything out sale.

Expansion sale.

Extension sale.

Fire sale.

Fire, smoke and water sale.

Fifth birthday party sale.

Fall carpet sale.

Free gift sale.

Friday shoe sale.

Friday hour sale.

Flood sale.

Final fur sale.
Final fall finish for fair sale.
Five-hour sale.
February reduction sale.
February grocery sale.
Fifteen-minute sale.
General reduction sale.
Grand ripping out sale.
Great determination sale.
Great November piano sale.
Great department manager's sale.
Great mid-month bargain sale.
Great one-cent sale.
Golden anniversary jubilee sale.
Great 10 per cent. discount sale.
Great pre-holiday clearing sale.
Great stock reducing sale.
Great shoe sale.
Great sample waist sale.
Great discount sale.
Grand millinery opening sale.
Great October reduction sale.
Great sample sale.
Great re-opening sale.
Great introductory silk sale.
Grand fall opening sale.
Great skirt sale.
Great special sale.
General clearance sale.
Great anniversary sale.
Greatest of our challenge sales.
Gigantic unloading sale.
Great blanket and robe sale.

Great pre-holiday clearing sale.
Great stock reducing sale.
Great regardless of price sale.
Great summer sale.
Great expulsion sale.
Great anniversary sale.
Great sale of good goods.
Grand millinery opening sale.
Great shoe sale.
Great "merchants' week" sale.
Great one-day "at cost" sale.
Honest sale.
Hosiery sale.
Home-stretch sale.
Holiday sale of pianos.
Holiday sale of suits.
Holiday sale of fine furs.
Half yearly clean-up sale.
Here goes for a rousing old-fashioned money
 raising sale.
Half-price sale.
Half-price picture sale.
Hurricane sale.
Improvement sale.
Imported Japanese china sale.
Inauguration sale.
Inventory sale.
Important waist sale.
Japanese china sale.
Jobbers' sale.
June sale.
June umbrella sale.
Jardiniere sale.

Jobbers' and manufacturers' sale.
June bride sale.
Keep busy sale.
Linen clearance sale.
Last of the great summer sales.
Let-go sale.
Mid-winter clearance sale.
Monster department wrecking sale.
Mill-outlet sale.
Money saving sale.
Make room sale.
Mid-month sale.
Most wonderful bargain giving sale.
Money raising sale.
Mammoth improvement sale.
Morning sale.
Merry Christmas sale.
Meat sale.
Mill-end sale.
Morning sales.
Mid-winter bargain sale.
Mid-winter riddance sale.
Mammoth mid-summer clearance sale.
Manufacturer's unloading sale.
March sale of furniture.
No excuse sale.
Noonday sale.
Necessity sale.
Nothing reserved sale.
Opportunity sale.
Our first fall sale.
Our glorious lace curtain sale.
Oil painting sale.

Our May undermuslin sale.
Our summer white sale.
Out of the ordinary sale.
Our semi-annual sale.
Our big end-of-the-week sale.
One week iron bed sale.
One-day sale.
Our great annual silk sale.
Odds and ends sale.
October sale of furs.
Our grand annual silk sale.
Our summer white sale.
Our big candy sale.
Our first summer furniture sale.
One-quarter-off furniture sale.
Our masterful sale.
Odd lot sale.
Our great big end-of-the-week sale.
Our "drop" furniture sale.
Our semi-annual half-price sale.
Our great summer riddance sale.
Our mighty sale.
Odd trouser sale.
Odd and end sale.
Pre-holiday sale.
Pre-inventory sale.
Pant sale.
Prosperity sale.
Pre-holiday room making sale.
Parting sale.
Pound paper sale.
Price revisal sale.
Phenomenal suit sale.

Price revival sale.
Publicity sale.
Publisher's reminder sale.
Phenomenal suit sale.
Price cut to nothing sale.
Quit-business sale.
Quarter of a century sale.
Quality and quantity sale.
Reduction sale.
Reinforcement sale.
Remnant sale.
Rummage sale.
Rebuilding sale.
Room-making sale.
Rare sale.
Receiver's sale.
Rich cut glass sale.
Removal sale.
Record-breaking sale.
Rack rent removal sale.
Rock bottom sale.
Salvage and wreckage sale.
School suit sale.
Special sale of new fall styles.
Semi-annual dollar sale.
See-saw sale.
Special three days' sale.
Sale of some interest.
Sale of cut glass.
Sale of holiday umbrellas.
Sale of groceries and wines for Christmas.
Sale of beautiful lingerie waists.
Sale of carpet rugs.

Sideboard sale.
Special Christmas sale of furs.
Sale of black suits.
Sensational holiday rug sale.
Sale of big values at little prices.
Surprise sale.
Sacrifice sale.
Special suit sale.
Special sale of _____.
Sale of odds and ends.
September fur sale.
September suit sale.
Stock-taking sale.
Success sale.
Sensational half-price sale.
Sale of importance.
Sensational sale.
Sale of manufacturer's samples.
Sale of black silks.
Special purchase sale.
Sale of fern dishes.
Sale of odd curtains.
Sale of neckwear.
Sale of hosiery.
Sample sale of shoes.
September notion sale.
The great end-of-the-season sale.
The sale the people are waiting for.
The real dollar saving sale.
The sale that's the talk of the town.
The great winning wind-up sale.
The seven-day sale.
The summer adjustment sale.

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- The great get-your-money-back sale.
 - The protection benefit sale.
 - The greatest of all remodeling sales.
 - The ripper sale—where we rip prices in two.
 - The big suit sale.
 - The fire sale.
 - The great cyclone sale.
 - The greatest sale of them all.
 - The greatest glove sale in history.
 - The Saturday picture sale.
 - The greatest coat sale.
 - The Christmas sale of —————.
 - The startling sale.
 - The greatest sale of women's outer garments.
 - This is a crucial sale.
 - Trade sale.
 - Two dollar sale.
 - Table day sale.
 - Twelve-day removal sale.
 - Trade stirring sale.
 - Timely sale of household things.
 - Two remarkable sales.
 - Two days' sale.
 - Unloading sale.
 - Underwear sale.
 - Unusual sale of black goods.
 - Wonderful sale of new furs.
 - Wash waist sale.
 - White sale.

275

Show Cards

Window and Car Card Suggestions.

Some new—some old—all good.

275

Show Cards

After these are gone, no more ; it's just changing money.

A full stock makes this store attractive.

A last chance at a good thing.

A limited number, but an unlimited value.

All our goods are choice.

All yours at your prices.

An appeal to your good taste.

Antique finish, but modern prices.

A satisfactory article.

A shoe of quality.

As it comes to us, so it goes to you—at a bargain.

A value that wears.

A great big value for a little money.

At bargain prices—always.

A way to decrease the high cost of living.

Always in the lead.

Away ahead of all others.

Always at your service.

Beautiful—and different.

Because they fit well, they wear well.

Best butter on the market.

Best offer ever made.

Big values at little prices.

Better than ever before.

Better to buy now.

Big bargains in bristle goods.

Buy here and save money.

Buying here is so easy.
Buy today and come again.
Buy here and you get satisfaction.
Better buy that suit today.
Can you resist these?
Chic and cheap.
Choose wisely by choosing here.
Come in and ask.
Come in and look around, that is what the store
is for.
Come in anyway.
Cool things for hot days.
Correct shapes and colors.
Correct things for just now.
Costs a dollar and worth it.
Costs you nothing to come in.
Come over.
Dainty shoes for little girls.
Dollars do much here.
Don't miss this.
Don't miss getting your share.
Don't pass us by; give us a try.
Don't wait too long.
Do it right now.
Don't delay.
Don't wait until the best are gone.
Eager buyers.
Everybody's doing it.
Easy shoes for uneasy feet.
Economical because it's double strength.
Elegant designs in carpets.
Ever see the equal for nineteen cents?
Every article here a bargain.

Every article is the highest possible quality at the lowest possible price.

Every day here is bargain day.

Every dependable and desirable kind of merchandise.

Every line perfect—every style right.

Everything that's new.

Exclusive and meritorious.

Extraordinary values.

Extra quality, leather lined.

Eye satisfaction—foot comfort.

Fall finery.

Fall goods now ready for your inspection.

Full value—always.

First come—first choice.

Families' feet fitted.

Fancy goods at plain prices.

Fit for any foot.

Fit well, feel well, wear well.

For fancy hosiery there's only one place to come—here, of course.

For the busy man an accurate watch is a necessity, not a luxury.

Fragrant as the flowers.

Fresh today.

Gems of the season.

Give us a chance to please you.

Glad to show you around.

Glad to see you—call again.

Glad to have you come in and look around.

Good clean through.

Good things for cooler days.

Good values—best styles—popular prices.

Get yours now.

Have you secured yours?

Have you?

Hardware that will withstand the hardest wear.

Haven't you a place for this?

Helps to economy.

Here are things we know you will like.

Here's a new idea.

Here's looking at you.

Here's a quality you'll be proud of.

Here's how we save you money.

Here's your opportunity.

Hints for happiness.

Hot weather comfort.

Hot weather suggestions.

How can you pass it?

How can you resist?

How's this for a penny?

It is better to have insurance and not need it
than to not have it and need it.

It's a feat to fit feet.

If it's here it's worth the money.

If it's here it's worthy—if it's worthy it's here.

If it's worth having we have it.

If you come once we keep you.

If you want to save try these.

It will please you.

If it's good we have it.

Inspection invited—comparison challenged.

Isn't it time to give thought to your winter shoes.

Isn't your favorite here?

It pays us if it pays you.

It pleases us to say we are here to please.

It takes nerve to sell at these prices.

Just for you.

Just a few of the many.

Just right.

Just a few examples of modern merchandising.

Just here—here only.

Just your style.

Just fits your pocketbook.

Just a word.

Knives that cut at cut prices.

Kumin.

Kumfort.

Latest styles just received.

Least price—best goods.

Look at them anyway.

Look everywhere—these are the best anywhere.

Look them over.

Made on honor—sold on merit.

Made to sell at a dollar—fifty cents here.

Make yourself at home here.

Money talks.

Meant to save and sure to please.

Mercury up—prices down.

Money back if you say so.

Money back for faulty fit or broken promises.

Mouthfuls of deliciousness.

Neat in style, elegant in workmanship.

Newest wrinkles.

New ideas at new prices.

No headaches in these hats.

No long waits here.

None better—how could there be?

No shoddy in heel, sole, leather or lining.

Not bargain clothes—bargain prices.

Note the quality.

Noteworthy novelties.

Nothing nicer, nothing newer.

Next to nothing prices.

Not the “everywhere” kind.

Now is the best time to buy.

Now you get the pick—later you get the remnants.

One for you, and you’ll like it.

One pair makes you a friend.

Our aim is to give satisfaction.

Others like them, so will you.

Others may be cheaper—none can be better.

Our best customers like these.

Our best is the best.

Our prices talk all languages.

Out of the best we choose these.

Out of the ordinary offerings.

Our faithful and untiring service is at the command of every customer.

Our low prices grow smiles that won’t come off.

One price to all.

Our low prices are loud talkers.

Our stock is complete.

Our prices cannot be beat.

Pacemakers in style.

Patterns that please.

Perfect in all points.

Perfect in style, comfort and fit.

Plenty of style, service and fit.

Prices are at lowest ebb.

Prices go to pieces, but quality remains firm.

Prices that help you.

Prices that make it an object.

Profits pared from all prices.

Pure, sure, sells, satisfies.

Patronizing us is like making love to a widow—
you can't overdo it.

Prices marked in plain figures.

Quaint and cute.

Quality the highest—prices the lowest.

Quick or they'll be gone.

Rare, because of style—exceptional, because of
price.

Rare values if you want them.

Read the price tags.

Ready-made, but custom goodness.

Reliability our success.

Same snap and style as high-priced clothes.

School shoes—high school in quality, down to
kindergarten in prices.

See if it isn't here.

See the variety.

Sensible summer suitings superbly tailored.

Serviceable and seasonable.

Shapes that satisfy.

Simply a perfect shoe.

Size them up.

Sleetproof—snowproof—rainproof coats.

Some garments are guesses—these are results.

Some new propositions for you this week.

Spring goods "blossom" this week.

Strong shoes for sturdy boys.

Surprise you?

Stop—look at our bargains.

Small profits and quick sales our motto.
Styles which please correct dressers.
Seasonable neckwear.
Tailored correctly and fit perfectly.
Take it and leave a dime.
Take one with you.
Take your pick while the picking is good.
The last of the lot.
The latest creation.
There is more in these suits than material and
stitches.
These show their worth.
The standard of perfection.
The tip-top of style for half a dollar.
They'll come handy.
Things worth owning.
Things you want.
Things you really need.
Thin things for torrid times.
This is what you want.
This winsome ware reflects refined taste.
This year's novelties.
Ties which please correct dressers.
Truly remarkable values.
Take care of the pennies that the dollars may
take care of you.
Thanks—call again.
Useless to try to duplicate this quality elsewhere.
Up to you.
Up to the standard—down to your price.
Values that are values.
Very best—always.
Values that are revelations.

Very latest styles.

We are ready for fall. Are you?

We are always at your service.

We're ready to serve you.

We're waiting to wait on you.

We bought these for you.

We do this for you.

We excell as well as undersell.

We fit the hard to fit.

We have all the novelties without the fancy prices.

We've pleased many—come in.

Well worth your while.

Why not save money on these now—you'll need them later.

What the law forgot. The law says "pure drugs"—we say "pure drugs of the highest quality."

Whatever you want in the sporting goods line you'll find here.

We want your approval.

We want you to take a look.

Where can you do better?

Why not try now?

Worth counts here.

You ought to like these.

Your chance to get the best.

Your Fall suit is here.

Yours for a half.

Yours if you want it.

You'll be well dressed if we furnish the clothes.

You will remember the good quality long after
the price is forgotten.

You can't beat these at anywhere near the price.

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business.

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MANY a good proposition has fallen flat by use of poor printing. When you send out poor printing on a good offer you have the same show for your money as a leading clothing manufacturer would have to hire a hobo for a salesman. Poor printing is just as much a hindrance to any house as the hobo salesman would be.

Too many otherwise shrewd business men consider cost in dollars and cents as everything, when ordering printing, yet they would not take their sixty dollar a week salesman from the road and put on a ten dollar clerk just because they could save fifty dollars a week.

A concern is judged by the printed matter they send out just as much as they are by their salesman.

The next order of printing you have see to it that it is not consigned to the "willow morgue."

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